

EDMONTON

CITY OF BREATHTAKING DEVELOPMENTS



Visitors' Guide

NEBER
67

in
Edmonton



...see more

... do more

rent-a-car

PHONE 25262

OR

USE DIRECT LINE FROM

MACDONALD HOTEL LOBBY • AIRPORT
C.P.R. AND C.N.R. STATIONS

- ALL LATE MODEL CARS
- ALL CARS INSURED FOR
PUBLIC LIABILITY,
PROPERTY DAMAGE,
FIRE, THEFT AND
COLLISION



C and C U-DRIVE LTD.

10341 106th STREET • EDMONTON



THE COUNTRY CLUB

A marvelous new, tri-level plan . . . open brick fireplace . . . revealed open-beam ceiling . . . built-in range and wall oven.

*Looking for a Home
IN EDMONTON?*

FEKETE CONSTRUCTION
builds the most exciting homes in town!

SIX ATTRACTIVE
NEW COMMUNITIES

● ATHLONE

● LAURIER
HEIGHTS

● CAPILANDO

● FULTON
PLACE

● CAMPBELL-
TOWN

● LYNNWOOD

Long, low ranch-style designs . . . interesting new roof treatments . . . spacious family-living plans . . . each home strikingly different . . . wonderful features you never dreamed of finding in a new development project . . . all yours in a FEKETE "New Horizon" styled home !

THE HOME WITH *all* THE EXTRAS !

Drive out to our building sites and inspect them for yourself—

or Phone 791967

(9:00 a.m. to 5:00 p.m.)

for a Fekete representative.

"*New Horizon Styling*"

by

Fekete

CONSTRUCTION CO. LTD.

12060 75th STREET

PHONE 791967



EDMONTON VISITORS' GUIDE

PUBLISHED ANNUALLY BY

THE HAMLY PRESS LTD.

10161 112TH STREET, EDMONTON, ALBERTA, CANADA

Compiled and published as a guide and source of information for visitors to the City of Edmonton, the Edmonton Visitors' Guide is a public service enterprise of The Hamly Press Ltd. and the business firms who use its advertising pages.

Circulation 25,000

Volume 11 May, 1957

Editor: Shirley Smith

Advertising Manager: T. A. Comfort

Phone 41131

Photographs in this book appear through the courtesy of the Government of the Province of Alberta, Department of Economic Affairs, Publicity Branch, Cultural Activities Branch—Ernest Brown Collection, and Alberta Government Travel Bureau; Hamly Press, Edmonton; McDermid Studios, Edmonton; The Chamber of Mines; Commercial Printers Ltd., Edmonton; Harry Rowed, Jasper.

Articles and photographs in this book may not be reproduced, in whole or in part, without written permission from the publisher.

INDEX

GENERAL INFORMATION

Welcome from the Mayor	3
Chamber of Commerce	13
Map of City of Edmonton	4-5
Orientation Map,	
downtown Edmonton	6-7
Edmonton—A Brief	
Historical Background	9
Edmonton Today	15
Facts and Figures	19
Climate	21

VISITORS' SERVICES

Alberta Motor Association	23
Tourist Information Bureau	25
Hotels	27
Tourist Courts	29
Dining	31
Garages	33
Taxis	35
Drive Yourself Cars	37
Theatres	39
Dancing	41
Shopping	42
Cleaners	45
Service Clubs	47
Liquor Stores	46
Buses	49

Trains	51
Planes	53
Churches	54

WHAT TO SEE AND DO

Points of Interest	59
Edmonton Airport	66
McDougall Memorial	65
Edmonton Exhibition	69
Sports	70
Edmonton Parks	75
Map of Alberta	76
Beach Resorts	77
Elk Island Park	79
Jasper Park	81
Alaska Highway	85
Map of Alaska Highway	86
Alaska Highway Accommodation	90
Hunting	91
Fishing	93

INDUSTRY, ECONOMY

Business and Industry	95
The Oil Story	103
Natural Gas	109
Agriculture	101
Mines and Minerals	111

Welcome to Edmonton



We are pleased and proud that you have chosen to visit our city.

On behalf of my fellow citizens, I extend a very warm welcome and the hope that every aspect of your stay in Edmonton will be pleasant and satisfying.

We are proud of our city—of its growing importance as a manufacturing and industrial centre—of its continuing prosperity as the heart of Alberta's rich farm lands—of its physical expansion, unequalled in Canada—of its record as the City of Champions in the world of sport and of its many attractions for the visitor.

We hope that you will enjoy and participate in the spirit of friendliness for which our city is renowned and that you will come again very soon.

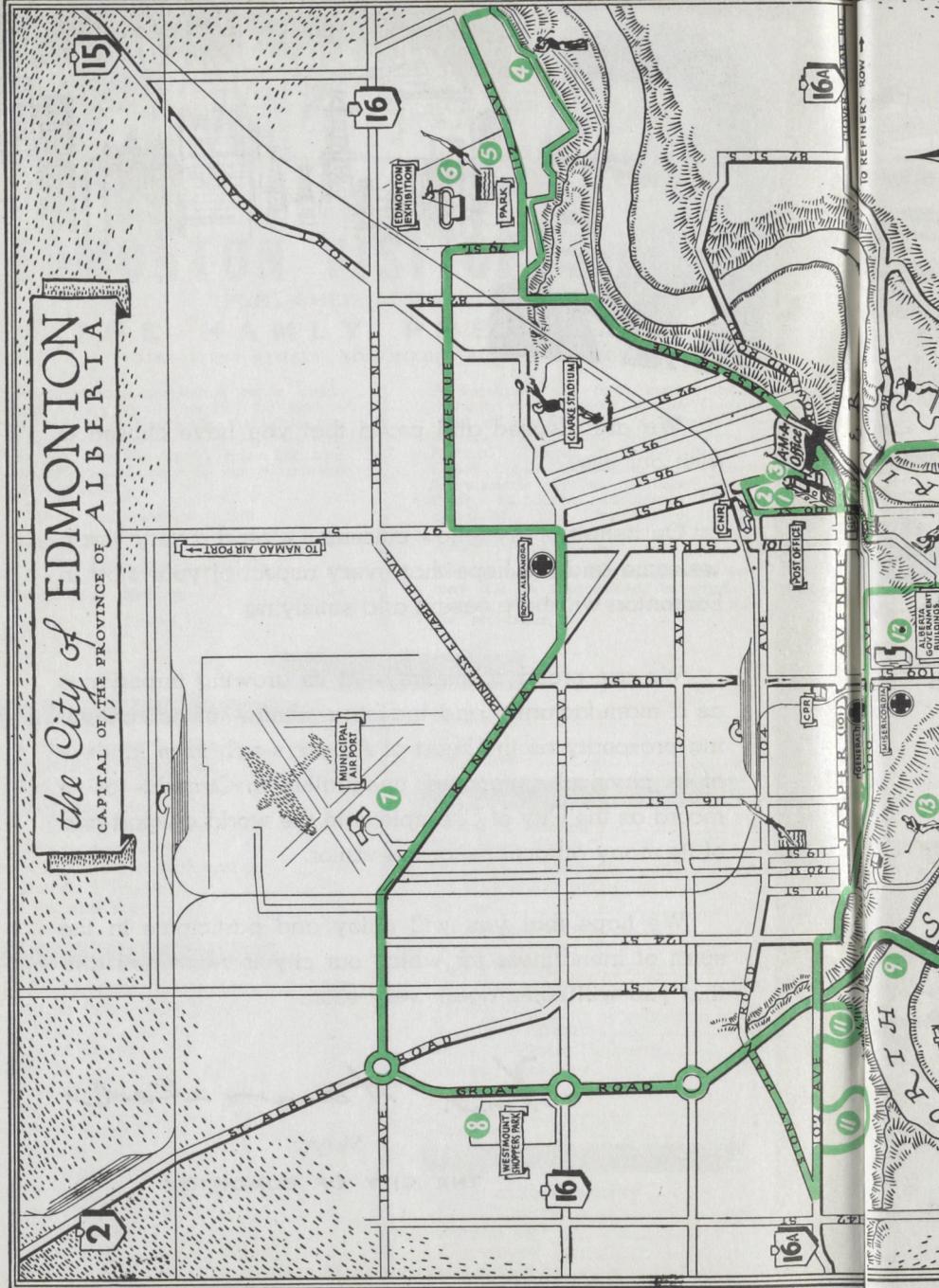
Mr. Hawrelak

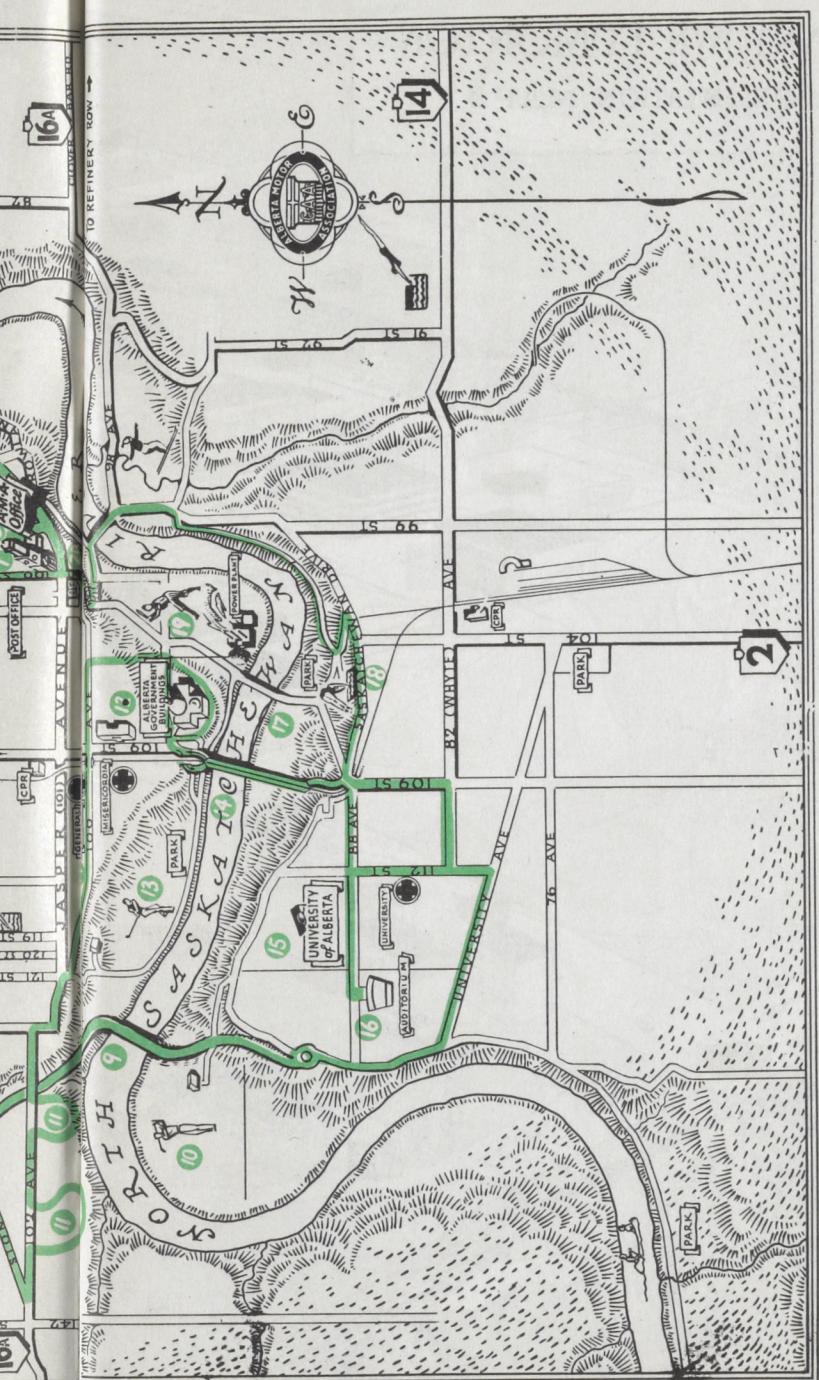
Mayor

THE CITY OF EDMONTON

The City of EDMONTON
CAPITAL OF THE PROVINCE OF ALBERTA

CAPITAL OF THE PROVINCE OF





Glenora Residential Area

Legislative Building

Municipal Golf Course

High Level Bridge

University of Alberta

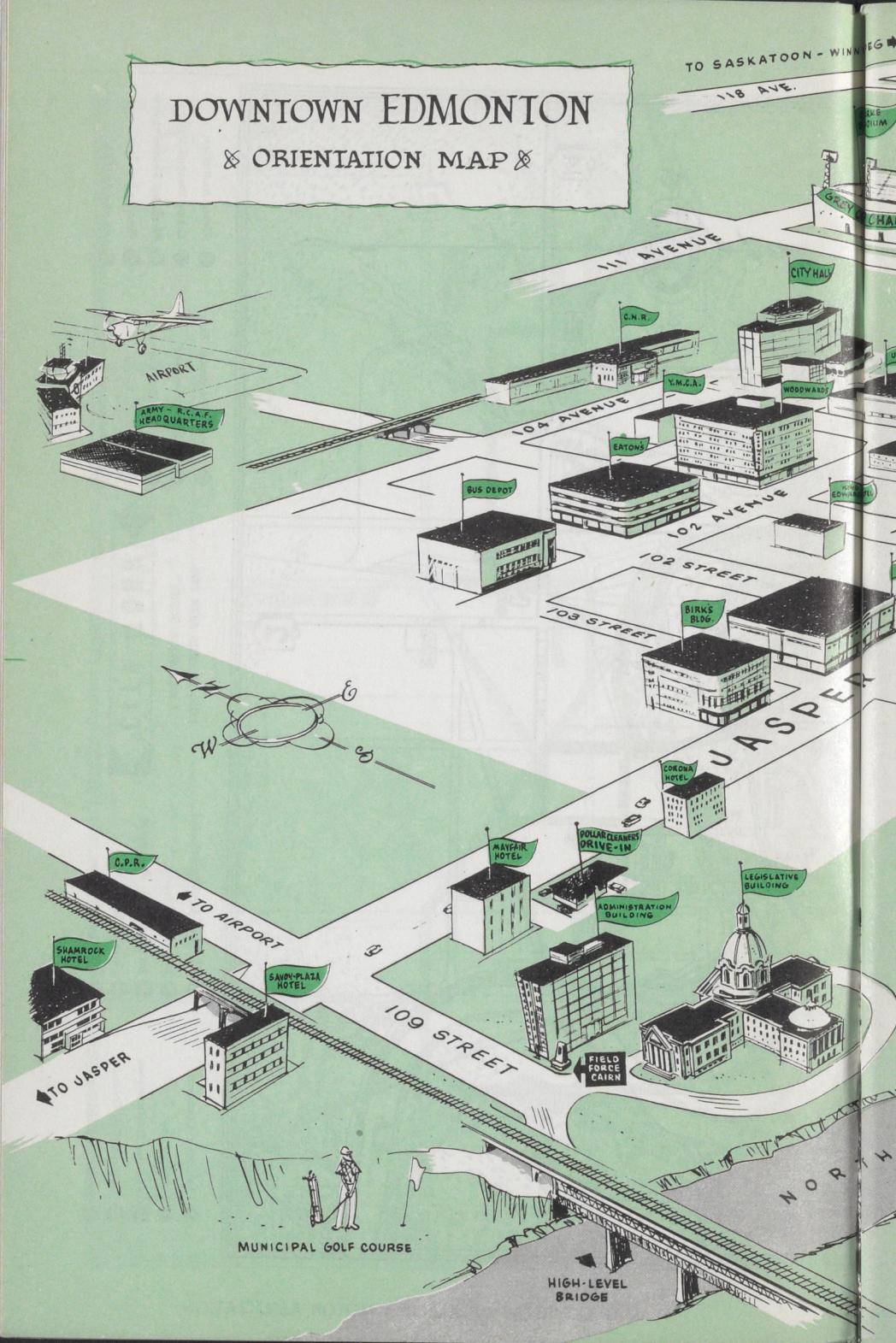
FOLLOW THIS SIGN FOR
A COMPLETE SCENIC

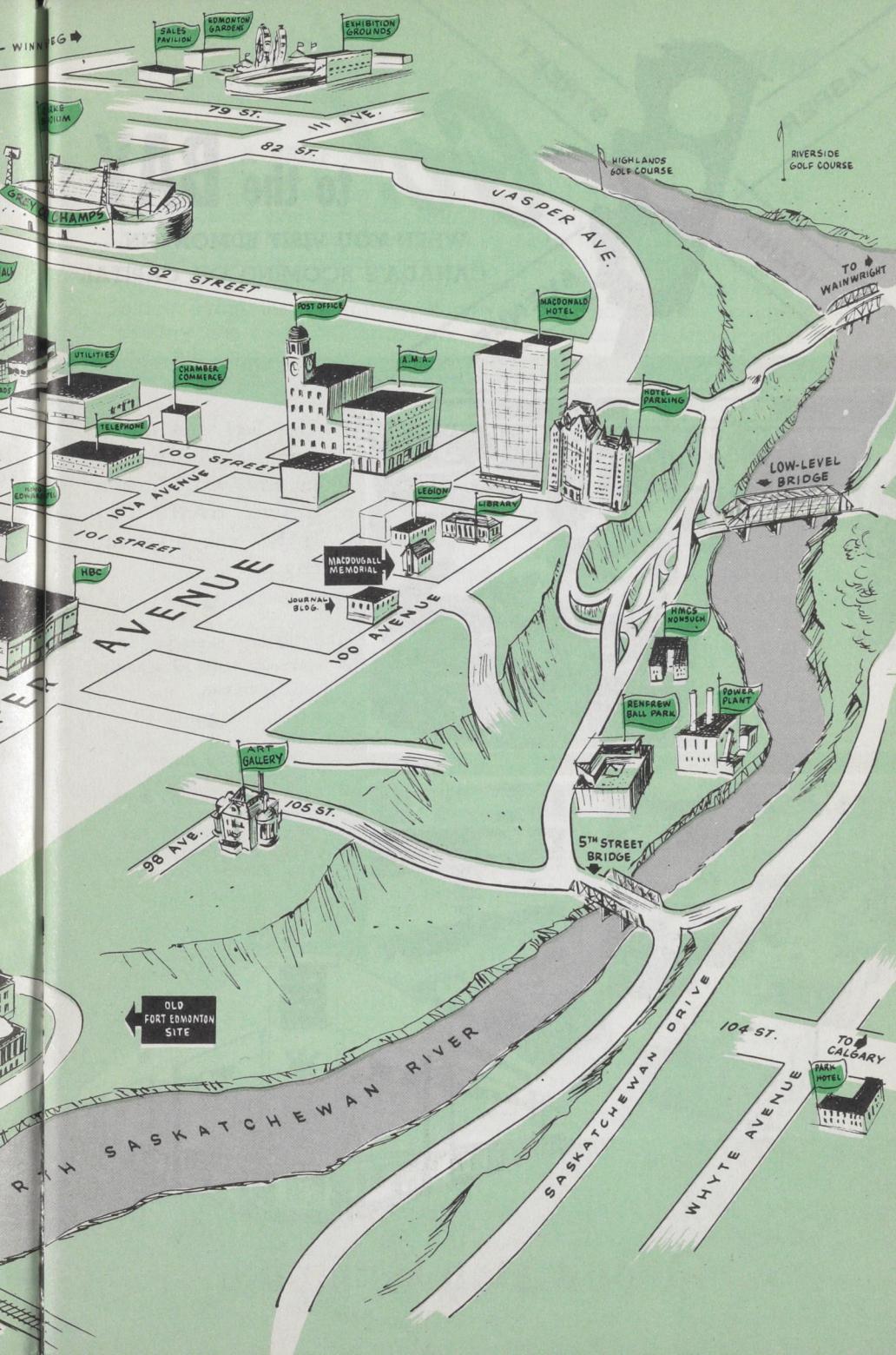
1	Chamber of Commerce
2	New City Hall
3	Edmonton Tourist Bureau
4	Highlands Golf Course
5	Borden Park and Zoo
6	Edmonton Exhibition Ground
7	Municipal Airport
8	Shoppers' Park, Westmount
9	Great Bridge
10	Maryair Golf Course

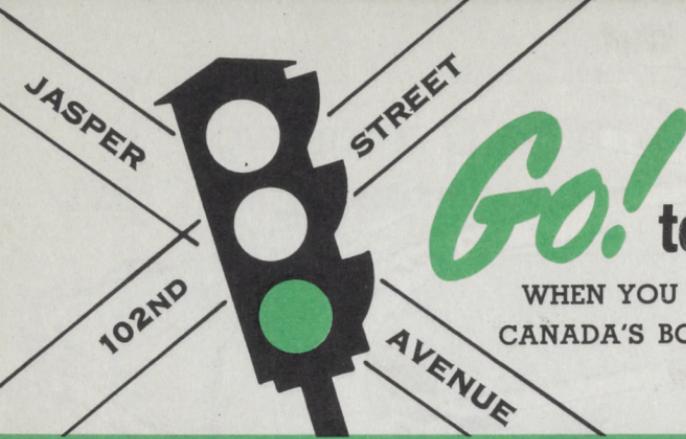
CITY TOUR

MAP COURTESY OF ALBERTA MOTOR ASSOCIATION

DOWNTOWN EDMONTON & ORIENTATION MAP &







WHEN YOU VISIT EDMONTON,
CANADA'S BOOMING OIL CAPITAL

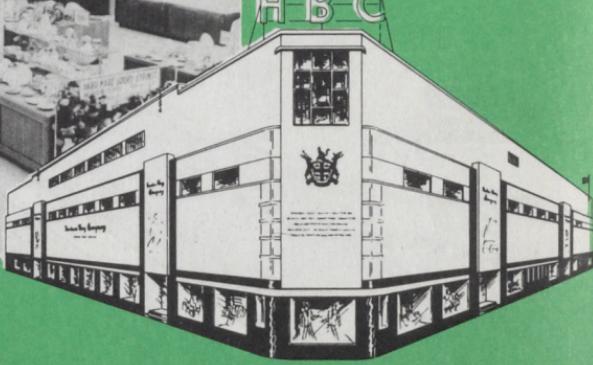


The Bay, the oldest
commercial company
in the world, has
grown HAND-IN-
HAND with this great
city !

The Bay offers you 10
spacious acres of friendly
shopping . . .



H B C



Hudson's Bay Company.

INCORPORATED 2nd MAY 1670.



Edmonton

A BRIEF HISTORICAL BACKGROUND

Despite more than a century and a half of colorful history, Edmonton is, even for this continent, a comparatively young city. It is just a little more than 50 years since the little frontier town received its city charter, and it is through that last half century that the main growth and development of the city has taken place. From the beginning, however, the shaping of the city's destiny has been influenced by men of vision and imagination, men who made things happen, who worked and planned for a city that would play a major role in the economic life of their country.

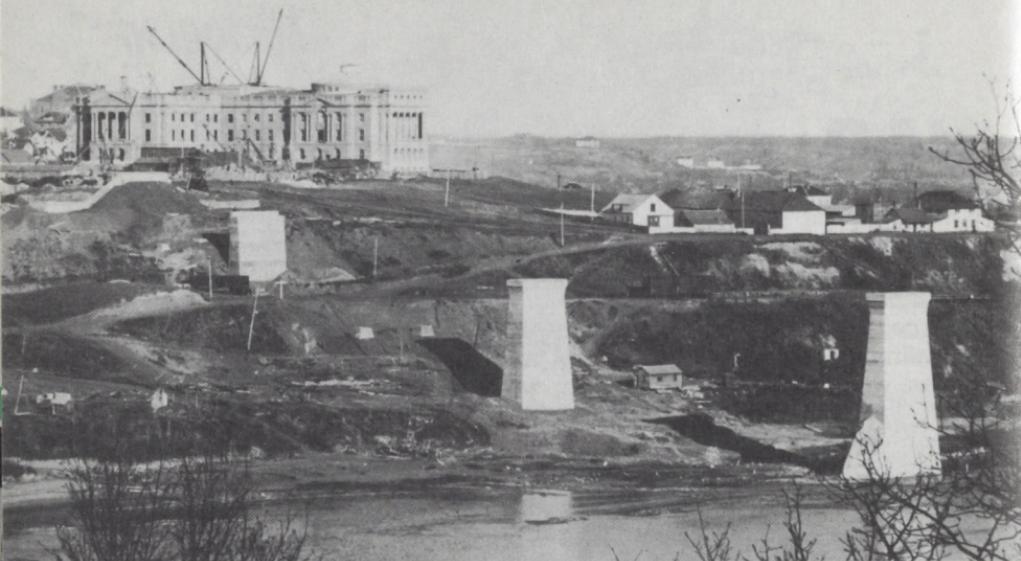
The present City of Edmonton had its beginning in the fierce struggle between two great rival trading companies, the North West Company and the Hudson's Bay Company, for the rich fur trade of the great northwest. For the sake of mutual protection from the war-like Indians, and for mutual surveillance, the two companies built their lonely western posts, Fort Augustus and Fort Edmonton, side by side on the banks of the Saskatchewan river. The post founded in 1795 by the Hudson's Bay Company was the first Fort Edmonton. Both forts seem repeatedly to have been destroyed by Indians, re-established on different sites, abandoned and re-occupied, until they were finally located just below the present site of the Legislative Building. In 1821 the two companies united, and under the firm guidance of the fiery Chief Factor James Rowand, Fort Edmonton became established as an important post of the vast northwest.

This was the Hudson's Bay Company's old Fort Edmonton in 1898

Copyright Ernest Brown Collection, Cultural Activities Branch, Province of Alberta

9





Copyright Ernest Brown Collection, Cultural Activities Branch, Province of Alberta
1912—The Legislative Building is under construction; piers for the High Level Bridge in the foreground; the old fort to the right

Although it was the only stopping-off place, the centre and gathering point for the westbound march of civilization, the lonely little outpost led a precarious existence for many years. The Saskatchewan River was the only highway across the plains until the building of the railroad, and plying its waters, freight-laden canoes and little York boats carried goods and supplies from Fort Garry, or Winnipeg, to Edmonton, returning with cargoes of furs. Following its course came the old Red River carts, burdened with supplies and bringing the first settlers to the prairies.

When, in 1871, the Reverend George McDougall erected the first building outside the fort's stockade, and several families staked out claims along the river, the village of Edmonton was founded.

But Edmonton was still an isolated settlement until, in 1879, it was finally reached by a telegraph line from Winnipeg. About this time, too, a fleet of four wood-burning steamboats operating between Lake Winnipeg and Edmonton brought a closer contact with the outside world. The future of the pioneer village was yet uncertain, however, when in 1880 Frank Oliver, who had arrived a few years earlier, founded the first newspaper, the "Edmonton Bulletin." This man had an abounding faith in the great prospects of the young settlement, and for many years, through his newspaper, and in his official capacities as a member of the North West Territorial Council, member of the Dominion Parliament and Minister of the Crown, he led the town through a stubborn battle for its very life. To the Honourable Frank Oliver the present city of Edmonton probably owes more than to any other single man who influenced its growth to maturity.

The challenge of a new, untrammeled territory and a succession of varied and unpredictable occurrences brought more and more settlers to the area. Men who came out to fight in the North-West Rebellion stayed on and sent for their families and friends. Great numbers of the huge crews who pushed the railroad across the prairies decided to remain and join in the building of the west. In 1891, when the first spur of the railroad from Calgary reached the south bank of the Saskatchewan River, just across from Edmonton, the town numbered about 400 people. During the Klondike Gold Strike of 1898 Edmonton became the starting point of the overland route to the north, and the population swelled temporarily to about 3,000. In 1904 the thriving community became a city, and two years later was made the capital of the newly formed province of Alberta. By 1912, Edmonton and the town of Strathcona on the other side of the river had become one, and were joined by a huge traffic bridge. In ten years the population had increased from about 3,000 to nearly 30,000 people. A tremendous real estate boom that had been gaining impetus during these years now culminated in fantastic sales of Jasper Avenue property for as much as \$2,000 a front foot. And then the bubble burst.

However, with the coming of the railways linking Edmonton with the east, the west and the great Mackenzie river valley of the north, the economic future of the city was assured. Expansion and growth settled into a more even and steady pace, until the developments of recent years. Today the solitary little outpost of the North West Territories is a great sprawling metropolis, gateway to the north country, centre of Canada's oil industry, and crossroads of the world.

This was Edmonton in the middle 1920's



what

DO YOU WANT TO KNOW
ABOUT

Edmonton?

AGRICULTURE

OIL AND GAS
DEVELOPMENT

BUSINESS
PROSPECTS

INDUSTRY

AVIATION

TRANSPORT
AND

DISTRIBUTION . . . for information and assistance. The Chamber
of Commerce will be glad to help you. Just drop
into our office or write to

VISITORS,
BUSINESSMEN,
INDUSTRIALISTS . . .

call on the

CHAMBER OF COMMERCE

**THE EDMONTON
CHAMBER OF COMMERCE**

PHONE 25118



10189 - 100th STREET

*"Come North,
Young Man,
Come North"*



WALTER H. SPRAGUE
President of the Edmonton
Chamber of Commerce

"Come North to Edmonton!" . . . this is the new cry of a new era on this continent. The streets may not be paved with gold, but the city is alive with opportunities for the man with vision and ambition. A city with a rapidly expanding economy and industrial life, with a population that has doubled in less than ten years to a quarter of a million people, Edmonton has much to offer to new citizens and new enterprises.

Canada's most northerly city, serviced by Canadian and international airlines, three railroads and many paved highways, Edmonton has become a veritable "Crossroad of the World". Centre of Canada's oil, gas and petrochemical industries and surrounded by an agricultural wealth second to none on the continent, the city is now taking its place as a major Canadian industrial and economic centre. An incredibly busy and exciting new metropolis, the City of Edmonton offers a ringing challenge to every virile young citizen across the continent—"Come North, young man, come North!"

WALTER H. SPRAGUE

President

THE EDMONTON CHAMBER OF COMMERCE

TELEPHONE 25118



Alberta's Legislative Building, framed by the piers
of the famous High Level Bridge



Edmonton Today

Little more than half a century has passed since prospectors, outfitting at Edmonton for the rush to the Klondike, found a sprawling little pioneer town in the wilderness. Today the tourist finds a busy, bustling metropolis, a city of great modern buildings, wide paved streets and fine homes.

There is a strong flavor of enthusiasm, of interest and excitement — of things happening, big things, in this Edmonton. People are busy. Much is being accomplished. There is something akin to urgency in the fast pace of industrial growth of the city. No staid and settled old town, this, but a young, strong, thriving city, standing on tiptoe to glimpse the future—impatient to achieve the inevitable greatness that is daily forecast by new events and new expansion.

Focal point of a rich farming, lumbering and mining area, situated at the threshold of the Peace River country and the vast north, Edmonton, railhead of the province, is the natural marketing and distribution centre for the riches of land and mine, forest and stream. Supporting an economy based mainly on agriculture, the city has, until recent years, confined its industrial and manufacturing activities, for the most part, to production serving the needs of the immediate area. But with the development of the

Edmonton today—looking east along Jasper Avenue



tremendous oilfields of the region, industrial growth has forged rapidly forward. A startling program of mushrooming expansion has overtaken the city. Practically inexhaustible supplies of natural gas make available the necessary power for all kinds of industrial projects. This, together with Edmonton's strategic location and the bright prospects of the oil industry, has brought hundreds of new enterprises here. The establishment of three giant chemical industries, as well as smaller projects of this kind, is a direct outgrowth of oil and gas discoveries. Edmonton is recognized today as the logical location for new industry in the west. Complete information regarding opportunities, markets and costs of operation may be obtained from the Industrial Director, City Hall, Edmonton.

One of the important wholesale and jobbing centres of the continent, Edmonton also does a tremendous retail mercantile business, for the city is the main shopping centre for northern and central Alberta. In the business section of the town are left only a few of the original buildings of "Old Edmonton", and high above them proudly tower the many storeys of tall office buildings and sleek-modern department stores. All along Jasper Avenue gleam acres of display windows. Hundreds of flashing neon signs and dignified gold-leaf lettering proclaim every kind of merchandise and business service imaginable. Edmonton has become a commercial and financial centre.

There is beauty, too, in the residential districts of the city, where many fine modern homes with landscaped grounds command magnificent views of the sweeping river valley.

Edmonton retains its public ownership of its telephone and transportation systems, as well as light, water and power plants. Other public services, such as the city gas supply and the milk supply are operated by private concerns.

There are, in the city, seven large, modern hospitals, well equipped and well staffed, 105 schools, including Commercial and Technical High Schools, and the provincial University, which enjoys an enviable reputation in educational circles, is located here. Two excellent libraries, and the Edmonton Art Gallery are open to the public every day.

There are many active groups in the city interested in art, music and drama, and much fine work is produced each season by these people. The opening of the magnificent new Jubilee Auditorium, one of the finest concert halls on the continent, will undoubtedly stimulate a resurgence of the lively arts in Edmonton.

Interest in outdoor recreation is also keen, and the city's athletic parks, golf courses, tennis courts, bowling greens, swimming pools and skating rinks are always in constant use. Spectator sports, such as football, baseball and hockey always draw big crowds. Several large motion picture theatres, dancing spots and night clubs cater to the city's night life.

And what of the people of the city—this meeting-place of many races? They are a friendly, energetic people—a busy people who work hard and play hard, but always have time for the friendly word that welcomes the stranger to their gates. Brisk, lively, alert, typically western in their broad outlook, their breezy manner, and their cordial hospitality, the people of Edmonton look into the future with confidence. They have great faith in their city and they are fully aware of the tremendous proportions the present expansion may reach.

Edmonton bids you welcome!

A glimpse of Edmonton's business section





GREENE & MILLAR, IN THE TEGLER BUILDING

Service and Protection

We have been in the fire and casualty insurance business for many years in Edmonton and can offer to the new resident or business firm reliable service and sound protection for all types of insurance coverage, except life and hail.

GREENE & MILLAR
REAL ESTATE • RENTALS • INSURANCE
AUTOMOBILE INSURANCE

200 TEGLER BUILDING, EDMONTON, ALBERTA

Interesting Facts and Figures About The City of Edmonton

Altitude	2,182 feet
Area	42.6 square miles
Parks and playgrounds area	2,146 acres
Airport area	750 acres
Population	224,003
Greater Edmonton	248,949
Number of dwelling units	66,188
Number of business places	6,204
Number of Manufacturing Firms	458
Bank Clearings, 1956	\$2,327,972,456
Number of building permits issued in 1956	7,946
Value of building permits issued in 1956	\$69,406,035
Wholesale gross sales in Edmonton, 1956	(Est.) \$575,000,000
Retail sales in Edmonton, 1956	(Est.) \$335,000,000





W. H. Clark Lumber Company

INVITES YOU TO EDMONTON !

SASH AND DOOR FACTORY

Expert millwork for all modern building needs—
interior woodwork, church furniture, cabinets,
counters, doors, windows, sashes and screens.

LUMBER STOCK PILES

Seasoned lumber for construction work in
Edmonton and district.

PHONE 24165

W. H. CLARK LUMBER CO. LTD.

LEADERS IN QUALITY MILLWORK SINCE 1897

10330 109th Street

Edmonton



Climate

*H*IGH and dry, clear and sunny, the climate of central Alberta, although subject to marked changes from season to season, is extremely pleasant. The air is clear and invigorating and the skies are bright and sunny the year around.

Summer climatic conditions here are ideal for the rapid, luxuriant growth of vegetation which results in excellent crop yields each year. Although the yearly rainfall is comparatively light, most of it comes during the growing season. Since the clay subsoil is very retentive of moisture, and there are no hot, parching winds, this light rainfall is quite sufficient for strong, heavy crop growth.

Extreme heat is almost unknown, the temperature seldom going above 80 to 85 degrees in the shade. Because of the lack of humidity these high temperatures cause no distress, and even at the hottest times of the year the nights are always fresh and cool.

The winter snowfall is fairly light, and rarely exceeds 12 inches at any time. Occasional low temperatures are registered, but such cold spells usually last for only very brief periods.

But above all—Alberta skies are blue and full of sunshine.



Burlington ART · SHOP · LTD.

invites you to drop in and browse around amongst our outstanding collection of fine paintings and prints.

Original and Interesting Gifts and Souvenirs

- FINE PRINTS ● ETCHINGS
- WATERCOLORS ● OILS

ARTISTS' MATERIALS

Fine frames designed, created and fabricated in our own work-shops by skilled craftsmen.

10317 JASPER AVENUE • PHONE 26439 • EDMONTON
LEONARD B. HIGGINS, Manager D. CLYDE HIGGINS, Assistant Manager



LEGION MEMBERS

Welcome

TO EDMONTON AND TO THESE THREE FULLY
LICENSED BRANCHES OF THE CANADIAN LEGION.

STRATHCONA
Branch No. 150
South Side



MONTGOMERY
Branch No. 24
Memorial Drive



KINGSWAY
Branch No. 175
Kingsway Avenue
and 105 Street .

Mademoiselle Shoes Ltd.

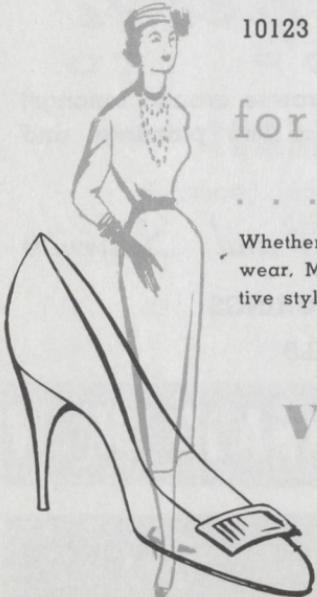
10123 102nd STREET



EDMONTON

PHONE 25273

for Shoes of Beauty
... A Joy to Wear!



Whether it be elegance or simplicity you desire in footwear, Mademoiselle offers that rare combination of distinctive styling and expert fit in shoes designed by the world's leading shoe stylists.

Visitors

ARE CORDIALLY INVITED
TO TRY ON THE SEASON'S
NEW STYLES.

We specialize in difficult fittings.
Sizes to fit 4 to 13, widths AAAAAAA to B.

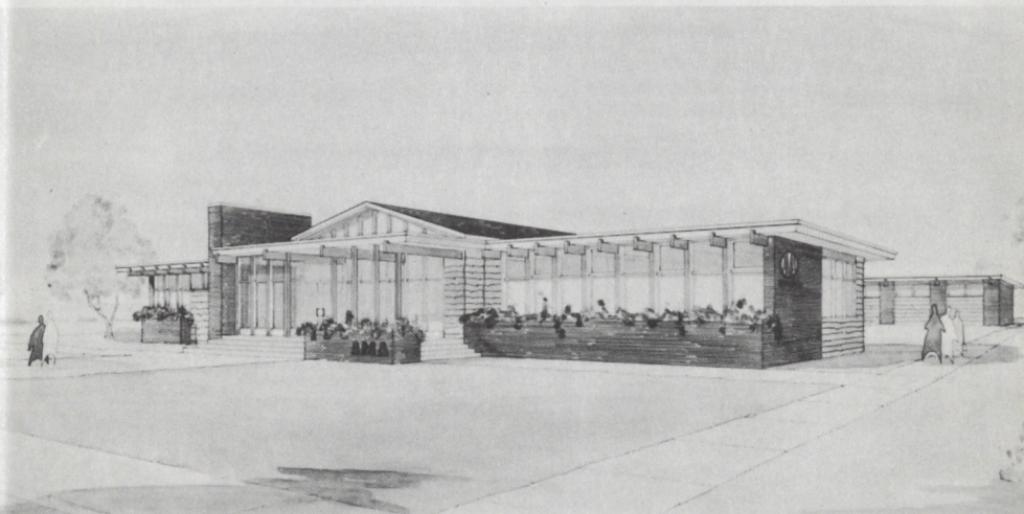


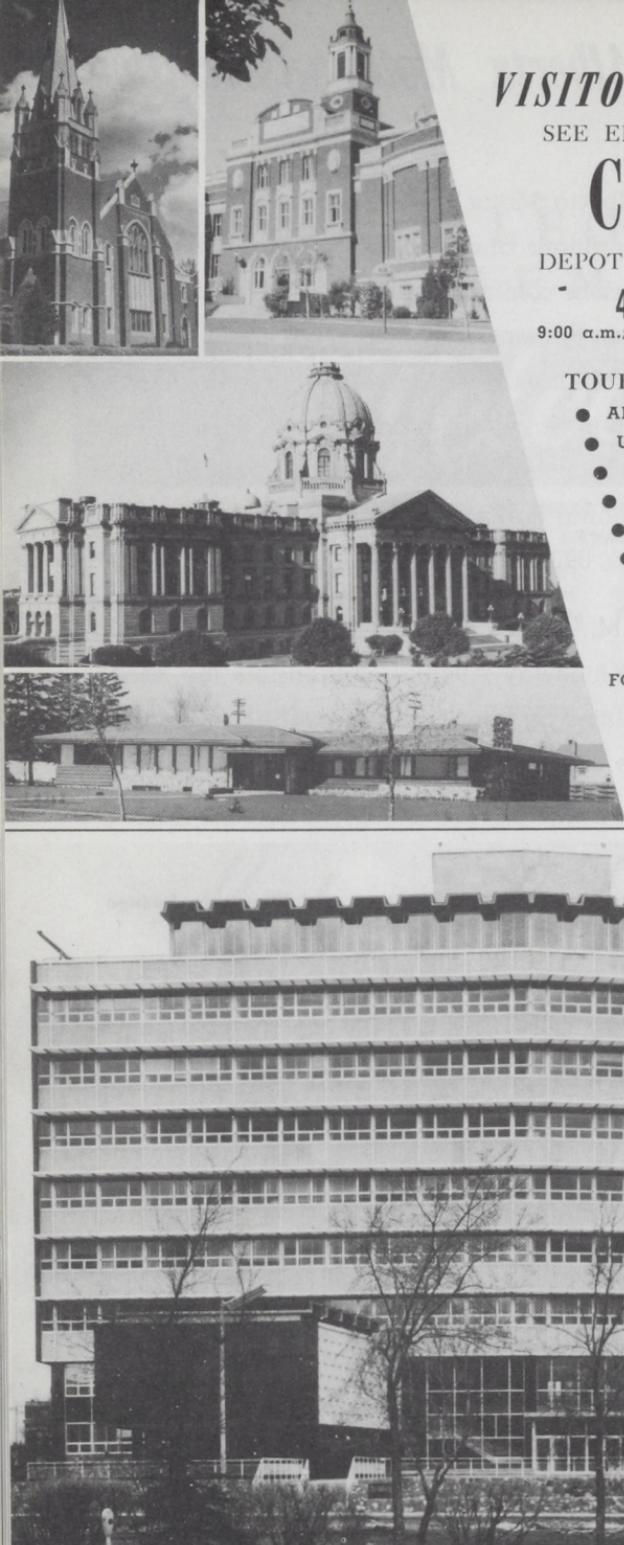
Alberta Motor Association

In Edmonton, the Alberta Motor Association is the authority on motor travel, road conditions and weather conditions throughout the province. An efficient communications system maintained by the Association ensures the motorist of accurate, up-to-the-minute travel information of all kinds. For road and weather news, for advice on the best routes to travel, for road maps, routing plans, informative folders and brochures about points of interest and about Provincial and National Parks, visiting motorists are invited to call at the A.M.A. office, 9905 101A Avenue, or to phone 794241.

A handsome new A.M.A. office building, now under construction at 109th Street and Kingsway Avenue, will enable the Association to expand its facilities and services to travelling motorists. Visitors are asked to note that after September 1, 1957, the A.M.A. will be found at the new 109th Street and Kingsway premises.

This attractive new A.M.A. office building at 109th Street and Kingsway Avenue will be opened in September of 1957.





VISITORS

SEE EDMONTON WITH

CITY TOURS

DEPOT LOCATED AT CITY HALL

4 TRIPS DAILY

9:00 a.m.; 12:00 noon; 3:00 p.m.; 6:00 p.m.
(Subject to change)

TOURS INCLUDE:

- ALBERTA LEGISLATIVE BUILDING
- UNIVERSITY OF ALBERTA
- SHOPPE'S PARK, WESTMOUNT
- AIRPORT
- CITY HALL
- DOWNTOWN EDMONTON
- RESIDENTIAL SECTIONS
- CHURCHES
- BRIDGES

FOR INFORMATION PHONE 21224

**EDMONTON
TOURIST BUREAU**

Ground Floor, City Hall



Tourist Information

Edmonton's Tourist Information Bureau is located on the ground floor of the new City Hall at 103rd Avenue and 100th Street, in the centre of the downtown area. The Bureau is open to welcome you to Edmonton from 9 o'clock in the morning to 5 o'clock in the evening daily, except Saturday when it is open from 9 to 12 noon, and Sundays when it is closed. Visitors to the city are cordially invited to drop in for any information they may require.

Informative folders and other descriptive literature dealing with Central and Northern Alberta, the Alaska Highway and all National Parks in Alberta are available here, as well as Alberta road maps. The friendly, efficient staff is always happy to be of assistance and all members are prepared to give you information and help you with route planning.

Sightseeing bus tours of the city may also be arranged, during the summer season, through the Edmonton Tourist Bureau.

During the summer months The Canadian Tourist Association maintains a teletype service linking Edmonton with Jasper, Calgary, Banff, Fort Macleod, Waterton Lakes and Lethbridge, and makes reservations at these points for tourists. The Tourist Bureau is headquarters for this service—phone 21224.



A HEARTY WELCOME TO OUR CITY!

MODERN, ATTRACTIVE, COMFORTABLE ACCOMMODATION
AWAITS YOU AT YOUR



EDMONTON AUTO COURT

"The Finest Tourist Camp in Western Canada"

PHONE 35817
104th STREET AT 71st AVENUE

HIGHWAY No. 2 SOUTH OF CITY



Safeway's...

THE PLACE TO DO ALL YOUR
FOOD SHOPPING

- VARIETY
- QUALITY
- FRESHNESS
- EVERYDAY LOW PRICES

FOURTEEN CONVENIENTLY LOCATED STORES FOR YOUR
SHOPPING PLEASURE . . .

- 10352 Whyte Avenue
- 10844 124th Street
- 8130 118th Avenue
- 10577 97th Street
- 9437 118th Avenue
- 6414 112th Avenue
- 10770 95th Street
- 9411 Jasper Avenue
- 8210 109th Street
- 12328 102nd Avenue
- 11815 124th Street
- 6633 118th Avenue
- 15020 Stony Plain Rd.
- 12820 97th Street

Shop  **SAFeway**



Hotels

Airlines Motor Hotel, Municipal Airport	Phone 554191
Cecil Hotel, 104th Street and Jasper Avenue	Phone 21131
Corona Hotel, 10625 - 37 Jasper Avenue	Phone 27106
Gateway Hotel, 10038 106th Street	Phone 48055
Guest Hotel, 10141 105th Street	Phone 27718
King Edward Hotel, 10180 101st Street	Phone 24161
Macdonald Hotel, 100th St. and Jasper Avenue	Phone 45181
Mayfair Hotel, 108th Street and Jasper Avenue	Phone 47265
Park Hotel, 104th Street at 80th Avenue	Phone 36441
Savoy-Plaza, 11025 Jasper Avenue	Phone 884845
Selkirk Hotel, 101st Street and Jasper Avenue	Phone 24111
Shamrock Apartment Hotel, 11810 Jasper Avenue	Phone 884815
Villa Laurier Hotel, 9937 108th Street	Phone 27431
Yale Hotel, 10015 Jasper Avenue	Phone 25158

"HEART OF THE CITY"



EDMONTON'S ADDRESS OF
DISTINCTION

Offering transient and permanent accommodation —
(daily, weekly and monthly)

- Complete hotel service
- Kitchen facilities
- Underground parking



JASPER AVENUE at 110th STREET • PHONE 884845



auto court

KINGSWAY, BETWEEN 107th and 108th STREETS

FAMILY-SIZED UNITS

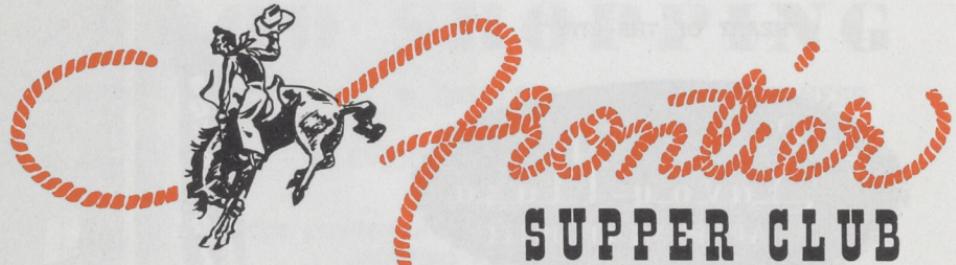
- CLEAN
- COMFORTABLE
- QUIET

EDMONTON, ALBERTA

- COMPLETELY FURNISHED
- MODERN KITCHEN FACILITIES
- REFRIGERATION
- TELEVISION



PHONE 776655



Rendezvous

SUPPER CLUB

s u p p e r d a n c i n g

FINE FOOD



GOOD MUSIC

JOIN US TONIGHT

SUPPER DANCING NIGHTLY

5 p.m. to midnight

SUNDAY DINNER

2 p.m. to 9 p.m.

COFFEE SHOP
OPEN DAILY

7 a.m. to 11:30 p.m.

PHONE 894366 • 15110 STONY PLAIN ROAD

Tourist Courts



Airlines Motor Hotel	Municipal Airport
Alaskan Auto Court	10830 Kingsway
Aurora Motel	15145 111th Avenue, No. 16 Highway, West
Capital Auto Court	6622 104th Street, No. 2 Highway, South
Clock Auto Court	156th Street on No. 16A Highway, West
Dunn's Auto Court	No. 16 Highway, East
Edmonton Auto Court	71st Avenue and 104th Street, No. 2 Highway, South
El Paso Motel	10321 53rd Avenue
Forest Heights Auto Court	8111 101st Avenue, No. 16 Highway, East
Gateway Motel	10412 63rd Avenue, No. 2 Highway, South
Imperial Bungalows	11137 108th Street, No. 2 Highway, North
Kingsway Cabins	11311 Kingsway
North Star Auto Court	between 107th & 108th Streets on Kingsway
Peace River Lodge Motel	11212 107th Street
Pan-American Motel	106th Street on Kingsway
Sky Line Trailer Camp	109th Street on Kingsway
Stone's Motel	No. 16 Highway, West
Trixie's Motel	No. 16 Highway, West
Van Winkle Motel	5116 103rd Street, No. 2 Highway, South



ALL THE CONVENIENCE OF A MOTOR COURT . . . ALL THE APPOINTMENTS AND SERVICE OF A FIRST-CLASS HOTEL

- ★ Every room with bath, phone, radio, electric blanket.
- ★ Free continental breakfast brought to your room.
- ★ Dining room open 7 a.m.-midnight.
- ★ Unlimited parking space at the front door; car plug-ins.
- ★ Television available.
- ★ Only minutes from downtown.
- ★ Playground for children.



Airlines
MOTOR HOTEL



Kingsway Ave. at 119th Street, Edmonton, Alberta

ONE MILE FROM THE CENTRE OF DOWNTOWN EDMONTON

WHEN YOU'RE IN EDMONTON . . STAY AT THE
MACDONALD HOTEL

A Greater Hotel for a Greater Edmonton

500 sparkling and well-appointed guest rooms, the popular air-conditioned Cafeteria, a luxurious Main Dining Room for more leisurely dining. Banquet and Convention rooms to seat from a score to upwards of 700.

*Modern comfort with
friendly hospitality and service in
Canada's fastest growing
Community.*



**Canadian
National
HOTELS
LTD.**

FOR INFORMATION AND RESERVATIONS WRITE DIRECT TO THE HOTEL.
H. W. ASLIN, RESIDENT MANAGER.

A graphic design featuring a map of Western Canada. The map shows the outlines of Yukon, British Columbia, and Alberta. The city of Edmonton is marked with a dot in Alberta. A large grey triangle, representing the 'Western Command', is positioned over the southern part of Alberta and the northern part of British Columbia. Inside this triangle, the words 'CANADIAN ARMY' are written in large, bold, capital letters at the top, and 'WESTERN COMMAND' is written below it. At the bottom of the triangle, the text 'WITH HEADQUARTERS ON KINGSWAY, EDMONTON' is printed. The background of the map is light, while the triangle is a darker shade of grey.



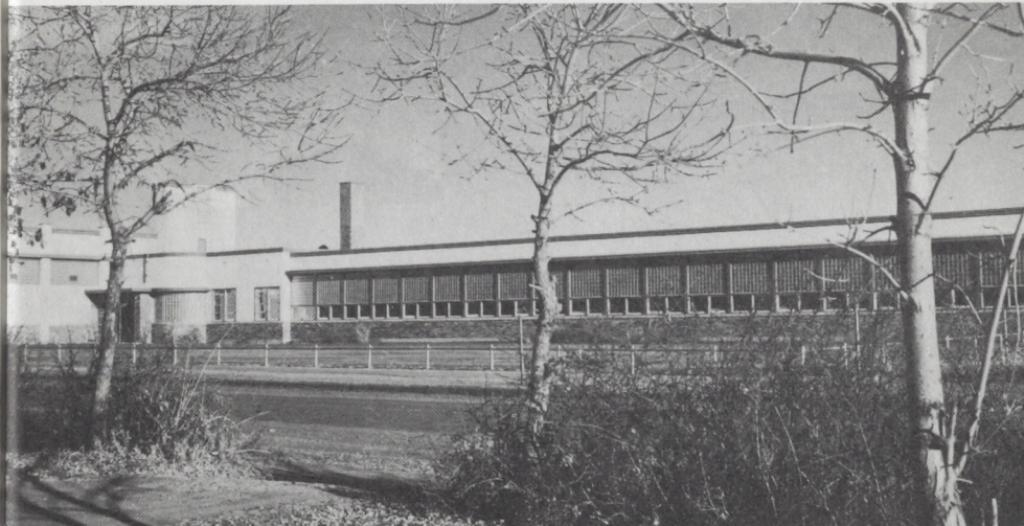
HOTEL DINING ROOMS

Airlines Hotel Dining Room	Municipal Airport
Corona Hotel Dining Room	10625 Jasper Avenue
King Edward Hotel Dining Room	10180 101st Street
Macdonald Hotel Dining Room	100th Street and Jasper Avenue
Mayfair Hotel Dining Room	108th Street and Jasper Avenue

RESTAURANTS AND COFFEE SHOPS

Angelo's Restaurant, Italian Cuisine	10619 Jasper Avenue
Chick's Bar-B-Q	3/4-mile south on No. 2 Highway
Ciro's	102nd Street and Jasper Avenue
Corona Restaurant	10625 Jasper Avenue
El Mexican Restaurant, Mexican Cuisine	14218 96th Avenue
Town Square	Hudson's Bay Store
Ham Shack	101st Avenue and 65th Street
Isle of Capri Supper Club	15425 111th Avenue
King Edward Grill Room	10180 101st Street
Lotus Gardens, Chinese Cuisine	9974 Jasper Avenue
Macdonald Hotel Coffee Shop	100th Street and Jasper Avenue
Mandarin Gardens, Chinese Cuisine	9928 Jasper Avenue
Park Hotel Coffee Shop	104th Street at 80th Avenue
Picardy's	10122 Jasper Avenue
Seven Seas Restaurant, Chinese Cuisine	10525 Jasper Avenue
Sahara Restaurant	adjoining Shoppers' Park, Westmount, 114th Avenue, 133rd Street
Silk Hat Restaurant	10169 Jasper Avenue
Steak Loft	9810 Jasper Avenue
T. Eaton Coffee Shop	10220 101st Street
The Purple Lantern, Chinese Cuisine	10049 101A Avenue
The Thunderbird	10715 124th Street
The Viking Smorgasbord	10149 103rd Street
Woodward's Coffee Shop	Woodward's Stores, downtown and Westmount

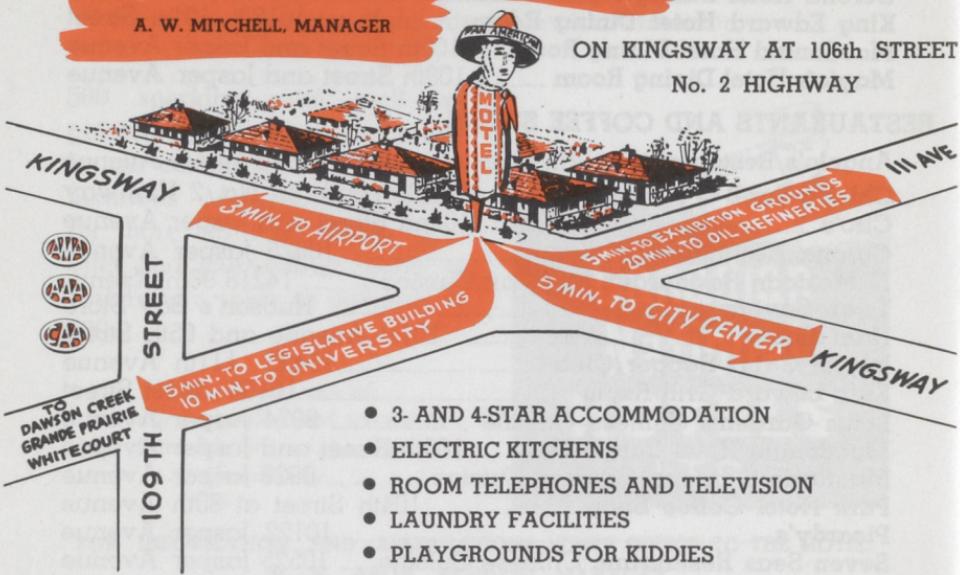
One of Edmonton's modern schools.



PAN-AMERICAN MOTEL LTD.

A. W. MITCHELL, MANAGER

ON KINGSWAY AT 106th STREET
No. 2 HIGHWAY



- 3- AND 4-STAR ACCOMMODATION
- ELECTRIC KITCHENS
- ROOM TELEPHONES AND TELEVISION
- LAUNDRY FACILITIES
- PLAYGROUNDS FOR KIDDIES

IF YOU'RE DRIVING A
Cadillac
THIS IS YOUR SERVICE GARAGE



Garages and Service Stations

Burrows Motors Ltd. (Dodge and De Soto), 24-hour towing, Jasper Ave. and 106th St.	Phone 48211
Edmonton Motors (Cadillac, Chevrolet and Oldsmobile), 115th St. and Jasper Ave.	Phone 887211
Healy Motors (Ford - Monarch), Jasper Ave. at 105th St.	Phone 47331
Hood Motors , 82nd Ave. at 107th St.	Phone 390071
Husky Travelcentre , south on No. 2 Highway	Phone 390124
Jenner Motors Ltd. (Buick - Pontiac), Jasper Ave. and 107th St.	Phone 48091
Loveseth Service Station , 106th St. and Jasper Ave...	Phone 45171
Mayfair Motors (Packard), Jasper Ave. at 116th St.	Phone 880986
Miller Motor Co. Ltd. (Chrysler - Plymouth - Packard), 10019 104th St.	Phone 41868
Mills Motors Ltd. (Studebaker), Jasper Ave. and 109th St.	Phone 48017
Parliament Service Station , 9905 109th St.	Phone 26856
Strathcona Service Station , 105th St. and 82nd Ave...	Phone 34372
South Park Motors (Pontiac - Buick), 106th St. and 82nd Ave.	Phone 390081
Waterloo Motors Ltd. (Mercury, Lincoln, Meteor), Jasper Ave. at 107th St.	Phone 42171

EDMONTON MOTORS LTD.

CHEVROLET • OLDSMOBILE • CADILLAC



A FRIENDLY
WELCOME
AWAITS YOU AT
CANADA'S
FASTEAST
GROWING CITY

When in Edmonton

VISIT THE

ARMY AND NAVY

DEPT. STORES Ltd.

WE UNDERSALE
EVERYBODY



TWO STORES TO SERVE YOU



Welcome to Edmonton

EDMONTON SUPPLY CO.

DISTRIBUTORS OF IRON • STEEL • HARDWARE
TOOLS • PLUMBING AND OILFIELD SUPPLIES

CORNER 96th STREET AND JASPER AVENUE



EDMONTON, ALBERTA



Taxis

Avenue Taxi , 9341 118th Avenue	Phone 774736
Black and White Taxi , 9803 Jasper Avenue	Phone 28338
Checker Taxi , Memorial Walk	Phone 21222
Fleet Line Taxi , 9915 82nd Avenue	Phone 31466
Red Line Cabs , Cecil Hotel	Phone 47111
South Side Taxi , 10312 82nd Avenue	Phone 36431
Veteran Taxi Co. Ltd. , 11068 95th Street	Phone 41121
West End Cabs , 11068 95th Street	Phone 45151
Yellow Cab , Memorial Walk	Phone 23456



This new Imperial Bank Building at Jasper Avenue and 100th Street replaces an ornate structure of earlier days.

*The convenient way
to get around Edmonton*

RENT A CAR



AS SOON AS YOU
ARRIVE IN TOWN!



* **TILDEN**

rent - a - car system

- LATE MODEL CARS
- FULLY INSURED
- LOW RATES
- SPECIAL OVERNIGHT RATES
- NO RED TAPE

It's easy to have the pleasure and convenience of a car at your command while visiting or transacting business in Edmonton.

AT THE AIRPORT . . .

AIRLINE U-DRIVE
ROTUNDA, MUNICIPAL AIRPORT

Phones 885713 - 880483

DOWNTOWN . . .

ALBERTA DRIVURSELF

Opposite the Macdonald Hotel

Phones 41677 - 43331

SOUTH EDMONTON . . .

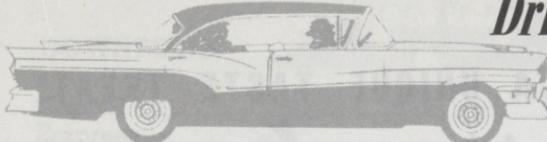
ALBERTA DRIVURSELF

10526 Whyte Avenue

Phone 30123

* REPRESENTED BY **Avis** IN THE U.S.A. AND THROUGHOUT THE WORLD

Drive-Yourself Cars



Airline U-Drive Ltd..

Administration Bldg., Edmonton Airport Phone 880483

Alberta Drivurself Ltd., 10050 100th Street Phone 41667

Alberta Drivurself, South Side,

10526 82nd Avenue Phone 30123

Avenue U-Drive Ltd., 9341 118th Avenue Phone 772233

C and C U-Drive Ltd.

(Hertz System), 10341 106th Street Phone 25262

Yellow Cab U-Drive Ltd..

Rear, 10023 Jasper Avenue Phone 23456

RENT A CAR . . .



1957 MODELS

PHONE
23456

SEE EDMONTON

OIL REFINERIES • CHEMICAL PLANTS
OILFIELDS • ELK ISLAND PARK
JASPER NATIONAL PARK

YELLOW CAB U-DRIVE

10023 JASPER AVENUE, EDMONTON

WALK THROUGH ROYAL TRUST ARCADE FROM JASPER AVENUE

A UNIQUE TASTE TREAT!

El Mexican

RESTAURANT

AND CATERER TO PARTIES, LARGE OR SMALL

SPECIALIZING IN

AUTHENTIC MEXICAN DISHES
AND CANADIAN FOODS

Dine with us on spicy Mexican fare in
the romantic, candlelit atmosphere of
old Mexico.

IN CRESTWOOD SHOPPING CENTRE

14218 96th AVENUE PHONE 883347

OPEN 9:30 A.M. TO 12:00 P.M.

• SATURDAY—10:00 A.M. TO 1:00 A.M.



RADIO,
T.V. AND
APPLIANCES

●
C-I-L Paints
Varnishes
Enamels
Universal Coolers

EDMONTON'S OLDEST HARDWARE AND PIONEER RADIO STORE

J. A. WERNER HARDWARE CO. LTD.

PHONE 22832

● 10139 - 99th STREET EDMONTON, ALBERTA

Theatres

DOWNTOWN



Capitol	10065 Jasper Avenue
Empress	10125 Jasper Avenue
Paramount	between 102nd and 103rd Streets, Jasper Avenue
Rialto	10134 - 101st Street
Strand	10211 Jasper Avenue
Odeon	10081 Jasper Avenue

SOUTH SIDE AND NEIGHBORHOOD THEATRES

Annex	6420 - 118th Avenue
Avenue	Corner 91st Street and 118th Avenue
Garneau	87th Avenue and 109th Street
Palace	9621 - 82nd Avenue
Princess	Whyte Avenue, between 103rd and 104th Streets
Roxy	10708 - 124th Street
Sahara	adjoining Shoppers' Park, Westmount
Sky-Vue Drive-In	1 mile south of No. 16 Highway
South Side Drive-in	10901 - 51st Avenue
St. Albert Drive-In	10884 - 73rd Street
Starlite Drive-in	South of Stony Plain Road on 156th Street
Tivoli	146th Street, Stony Plain Road
Varscona	10907 - 82nd Avenue

**A FELLOW NEEDS EQUIPMENT
for good pictures....**

*but he needn't make a
Cart-Horse of himself...*

The secret is to have the right equipment for the job. See us for advice about the kind of photographic equipment you need to get the best vacation pictures you've ever made. You'll find that a neat, compact kit will carry it all.

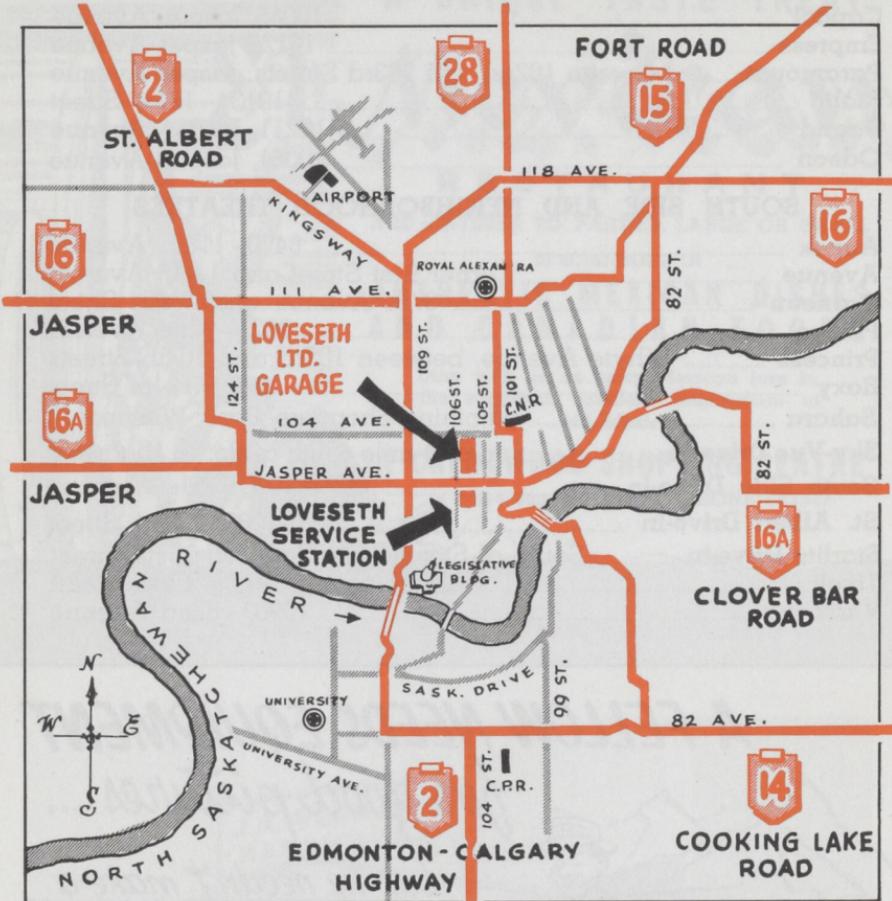
The Finest Cameras

and a complete line of photographic equipment for both color and black-and-white shots.

McBAIN CAMERA SPECIALTY LTD.

JASPER AVENUE ACROSS FROM "THE BAY"

EVERY HIGHWAY LEADS TO LOVESETH



... FOR YOUR LONG-HAUL ROAD CHECK
A COMPLETE TIRE AND AUTOMOTIVE SERVICE

Loveseth

SERVICE STATION

JASPER AVENUE
AT 106TH STREET

Imperial Esso Products
Goodrich Tires
Batteries

PHONE 45171

LOVESETH LTD. GARAGE

10180 105TH STREET

Headquarters for:
United Motor Service
Electric Auto-Lite Service
Carter Carburetor Service



Dancing

Chick's Bar-B-Q, dining and dancing South of Edmonton
on Highway No. 2

Club Mocombo, supper dancing No. 2 Highway, North

Embassy Club, supper dancing 118th Avenue at 48th Street

Frontier Supper Club, supper dancing 15110 Stony Plain Road

Isle of Capri Supper Club 15425 111th Avenue

Nellie's Southern Aire, dining and dancing 15599, Stony
Plain Road

Trocadero Ballroom, supper dancing 10151 103rd Street



*Lovely Souvenirs for friends at home...
beautiful things you'll treasure for years...*

PURE IRISH LINEN

Dainty handkerchiefs to exquisite banquet cloths . . . our selection is varied and complete. Here are fine linens that will delight you!

See also our selection
of crease-resisting
dress linens

FULL RANGE OF PETITE POINT KITS AND SUPPLIES

10438 JASPER AVENUE

EDMONTON

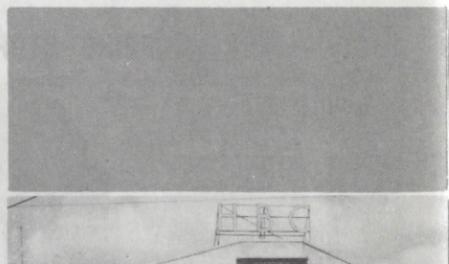
Shopping



A tour of Edmonton's downtown shopping and business district quickly reveals the essential character of the city. In the modern stores and shops, along the busy streets, the visitor is at once aware of a brisk, wide-awake personality. Excellent displays of up-to-the-minute, top-quality merchandise express the optimistic, forward-looking point of view that typifies Edmonton. The tempo of the whole downtown area is quick, confident and decisive.

You will enjoy shopping in Edmonton's bright, attractive stores, where the merchandise is comparable to any on the continent, and fashions come straight from the drawing-boards of the world's fashion centres. Visitors from the U.S. are delighted especially with the wonderful Canadian "point" blankets, the large selections of fine English bone china, beautiful British woollens and lovely Irish linens to be found at very reasonable prices in the city's stores. Friendly, courteous salespeople will make your shopping trip pleasant and profitable.

Edmonton's three large downtown department stores — Eaton's, Woodward's and the Hudson's Bay—are all conveniently situated in the very centre of the shopping district. The two big Army and Navy department stores are specially geared to please the price-conscious shopper. In these and many other mod-





Shoppers' Park, Westmount, is Canada's largest shopping centre.

In modern, attractive stores you will find all kinds of merchandise from all parts of the world.

When you are visiting the city's many fine specialty shops you will want to see the beautiful Canadian furs at Holt, Renfrew and Co. Ltd., one of the largest furriers and ladies' and men's wear stores. If you are shopping for gifts and souvenirs, don't miss the popular Irish Linen Store where you will see exquisite linens and hand-loomed cloths. For your photographic needs and film finishing drop in to McBain Camera Shop or Edmonton Photo Centre. Browse around the Burlington Art Shop for paintings and prints with a characteristic Alberta flavor. Be sure to see the imported high fashion shoes at Mademoiselle Shoes. For camping, fishing, hunting and hardware needs, try the pioneer store, J. A. Werner Hardware. You will find the large, bright supermarkets of Canada Safeways in every part of the city, and you might be interested in a trip through the Public Market, just north of the Post Office, where farmers of the area display their produce and handicrafts.

At Shoppers' Park, Westmount, Canada's largest shopping centre, in Edmonton's west end, there is parking space for 3,000 cars and a quarter-mile of beautiful stores and shops. Visitors will enjoy shopping at a leisurely pace through Woodward's large Westmount Department Store and the smaller specialty shops, stopping along the way, perhaps, for lunch or an afternoon snack.

Most stores close on Wednesday afternoons and are open on Thursday evenings, while banks are closed all day Saturday.

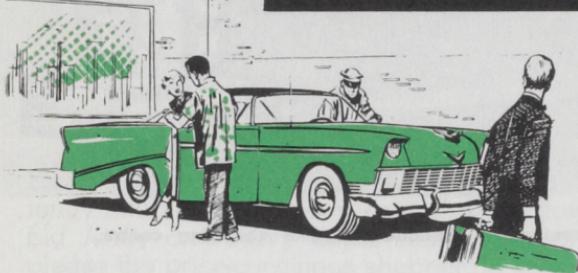
IN EDMONTON, IT'S

THE *Mayfair*

CANADA'S FIRST

DRIVE-IN HOTEL

108th STREET AND JASPER AVENUE



Just drive in to our lower floor parking lot . . .

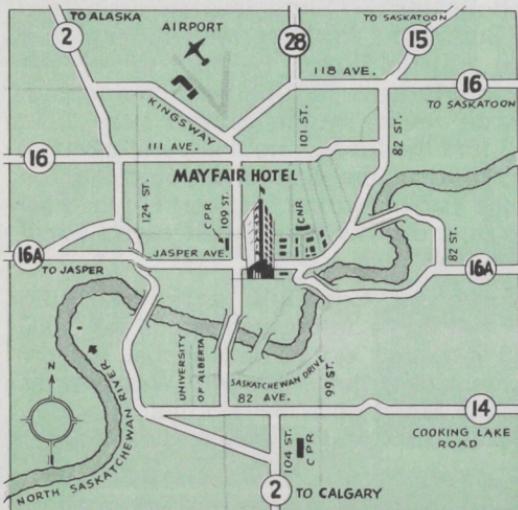
a bellman takes your luggage . . .

the attendant parks your car . . .

you are free to register.

EVERYBODY PREFERS THE MAYFAIR

EDMONTON'S NEWEST DOWNTOWN HOTEL



- DINING ROOM
- COFFEE SHOP
- TOP-FLIGHT SERVICE
- AIR-CONDITIONED LOUNGES
- SPECIAL WEEKEND FAMILY RATES BY RESERVATION

PHONE 47265

ALL HIGHWAYS LEAD

to the

Mayfair



Cleaners

Brown Cleaners and Dyers , 10017 109th Street	Phone	24128
Capitol Cleaners and Laundry Ltd. , 9686 99th Street	Phone	24175
Dollar Cleaners & Shirt Service Drive-in , Corner Jasper Avenue and 108th Street	Phone	25256
Expert Dyers and Cleaners Ltd. , 10056 105th Street	Phone	25252
Laundomat Ltd. , Personal Laundry Service, 10013 Jasper Avenue	Phone	20371
Mac Pressing Shop , 10655 Jasper Avenue	Phone	21269
New Method Laundry and Dry Cleaners , 11060 Jasper Avenue	Phone	26114
Nu-Way Cleaners and Shirt Service , 10530 82nd Avenue	Phone	35115
Page, The Cleaner , 9338 118th Avenue	Phone	773575
Snowflake Laundry and Dry Cleaners , 9814 104th Avenue	Phone	25185
Suds-O-Mat , Self Service Laundry, 10505 82nd Ave.	Phone	33047
Trudeau's Cleaning and Dye Works Ltd. , 10050 103rd Street	Phone	23431

EDMONTON'S FIRST



Drive-In

1 DAY SERVICE

ON

DRY CLEANING

SHIRT SERVICE

BACHELOR

LAUNDRY

GUARANTEED 7-HOUR FLASH SERVICE: Cleaning ordered in the morning ready
that night!

DOLLAR CLEANERS

TELEPHONE 46457

• JASPER AVENUE AT 108th STREET

Liquor Vendors

GOVERNMENT LIQUOR STORES

Downtown Store (Closed Wednesday)	10160 - 103rd Street
South Side Store (Closed Tuesday)	10414 - 82nd Avenue
West End Store (Closed Thursday)	10410 - 121st Street
East End Store (Closed Thursday)	8818 - 118th Avenue
Shoppers' Park, Westmount (Closed Monday)	

All stores open at 11:00 a.m. and close at 12:00 midnight, except on Saturday evening, when they close at 11:30 p.m. Government Liquor Stores are closed Sundays, holidays and election days.

SO THIS IS EDMONTON? YUP!

And THIS . . . is TONY AND ERNIE at their little photography emporium on Jasper Avenue.

PHOTO CENTRE

Complete line of Film, Camera, Photographic Equipment.

Everything to record your most enjoyable moments.

IN A HURRY?

Tony and Ernie offer 24-hour developing service!

LOOK THEM UP!

PHOTO CENTRE



Service Clubs

WHERE AND WHEN THE SERVICE CLUBS MEET

Cosmopolitan Club—

Meets at Y.M.C.A., every Monday, 12:15 p.m.

Gyro Club—Meets at Macdonald Hotel, every Tuesday, 12:15 p.m.

Kinsmen Club—

Meets at Macdonald Hotel, every other Friday, 6:30 p.m.

Kiwanis Club—Meets at Macdonald Hotel, every Monday, 12:15 p.m.

Kiwanis, West End—

Meets at Corona Hotel, every Thursday, 12:15 p.m.

Kiwanis, South Edmonton—Meets at Park Hotel, every Tuesday at 12:30 p.m.

Lions Club—

Meets at Macdonald Hotel, every Thursday, 12:15 p.m.

Lions Club, South Edmonton—Meets at Park Hotel, every second Monday, 6:15 p.m.

Optimist Club—

Meets at Macdonald Hotel, every Thursday, 12:15 p.m.

Rotary Club—Meets at Macdonald Hotel, every Thursday, 12:15 p.m.

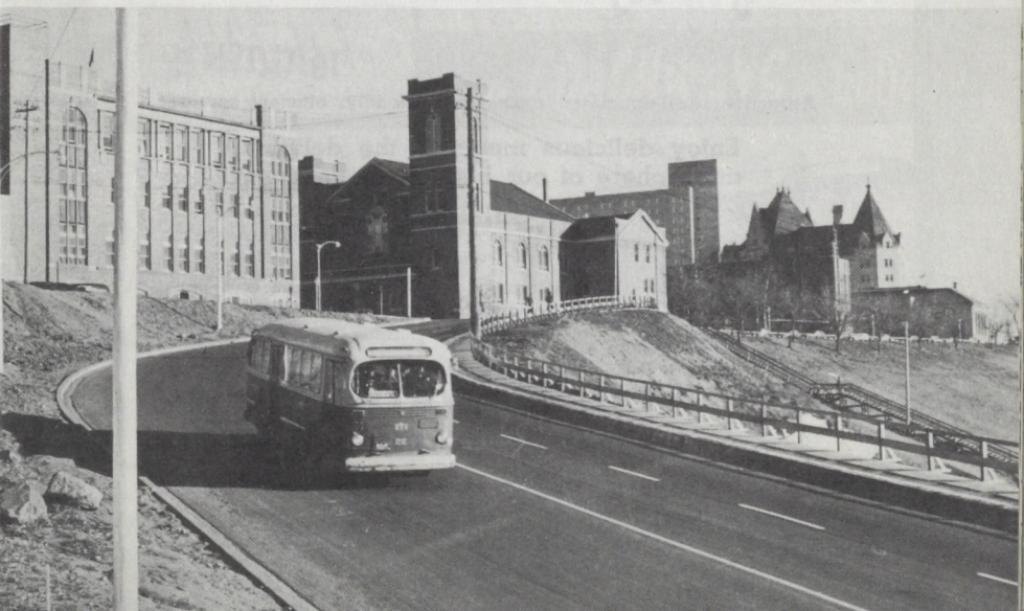
Rotary Club, South Edmonton—Meets at Park Hotel, every Tuesday, 12:15 p.m.

Y's Men's Club—Y.M.C.A., 6:15 p.m. Tuesdays.

Y's Men's Club, South Edmonton—

Meets at Park Hotel, every Monday, 12:15 p.m.

47





One of the Fine Hotels of the West

Attractive, well-appointed rooms . . . friendly, efficient service

Enjoy delicious meals in the delightful atmosphere of our beautifully decorated

NEW GRILL ROOM

It's air conditioned!

The luxurious surroundings of the Windsor Room and the Driftwood Room are available for private parties and banquets.

The King Edward Hotel

10180 - 101st Street, Edmonton, Alberta

All bus lines operate from the
Union Bus Depot at 10216 - 102 Street.



Buses

To Calgary and Banff (Greyhound)—Eight buses leave Edmonton daily from Edmonton for Calgary, and from Calgary to Banff.

To Jasper (Greyhound)—One bus a day to Jasper.

To Winnipeg (Greyhound)—Two buses per day leave Edmonton for Winnipeg via Saskatoon, and three daily to Winnipeg via Calgary and Regina.

To Vancouver (Greyhound)—Seven buses daily—two via Revelstoke; three via Nelson - Penticton; 2 via Spokane - Seattle.

To Barrhead and Fort Assiniboine (Northland Arrow)—Two buses per day leave Edmonton for Barrhead with one connection for Fort Assiniboine.

To Peace River (Canadian Coachways)—Two buses daily.

To Dawson Creek and Fort St. John (Canadian Coachways)—Two buses daily.

To Fort Vermilion and Great Slave Lake (Canadian Coachways)—Three buses weekly from Edmonton, via Peace River, to Hay River on Great Slave Lake.

To Devon (Canadian Coachways)—Two buses daily.

Central Alberta (Sunburst)—Buses leave daily for all points in central Alberta.



spring



summer



fall



winter

The whole
family enjoys...

a COACHWAYS holiday



For FREE travel folders, schedules and other information, contact your local ticket or travel agent, or...



Canadian Coachways Ltd.
EDMONTON PHONE 80966 ALBERTA



HELPING TO BUILD CANADA'S *Fastest Growing* CITY

OUR HEAVY EQUIPMENT AND TRANSIT-MIX CONCRETE TRUCKS ARE BUSY AT CONSTRUCTION SITES ALL OVER EDMONTON

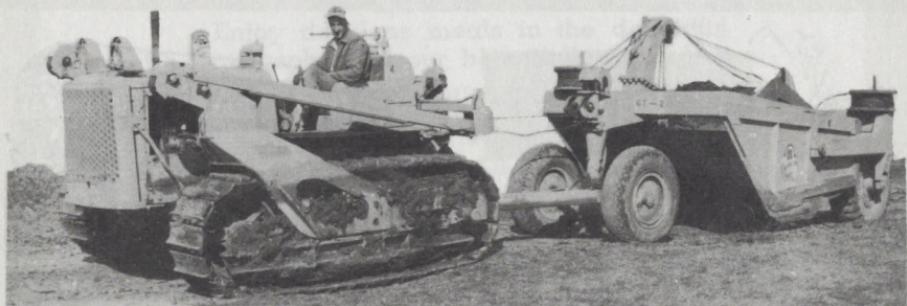
FOR RENT WITH OPERATORS:

- BULLDOZERS
- GRAVEL LOADERS
- BACKHOES
- DRAGLINES
- BLADE GRADERS
- OVERHEAD LOADERS
- SEMI-TRAILERS
- TRACTOR SCRAPERS
- COMPRESSORS
- TRACTOR RIPPERs
- BRUSHCUTTERS
- ROCK CRUSHING

READY-MIX AND TRANSIT-MIX CONCRETE DELIVERIES



Excavating, placing concrete foundations, paving streets . . . our hard-working equipment is a major factor in the progress of Edmonton's huge building program.



O.K. CONSTRUCTION & SUPPLY CO., LTD.

PHONE 47211 • 9051 STADIUM ROAD



Trains

To Jasper (C.N.R.)—Two trains daily from Edmonton.

For information on C.N.R. schedules, phone 21712 or 24731.

To Calgary and Banff (C.P.R.)—Four trains daily to Calgary; 3 trains daily to Banff.

Phone 27411 for information on C.P.R. schedules.

East-West Departures from Edmonton—

C.N.R.—Two trains leave daily east to Winnipeg-Toronto,

Winnipeg-Montreal, and west to Vancouver.

C.P.R.—Three trains daily from Calgary east to Toronto and Montreal and west to Vancouver.

North to the Peace River and Dawson Creek (Northern Alberta Railways)—

One train daily except Saturday for Dawson Creek. Phone 24731 for information regarding schedules to Barrhead, Hines Creek and Waterways.

Well kept homes line the city's quiet residential streets.

51



Edmonton's BIG USED CAR LOT . . .

MAIN OFFICE AND SHOWROOMS: JASPER AVE.
AT 107th STREET



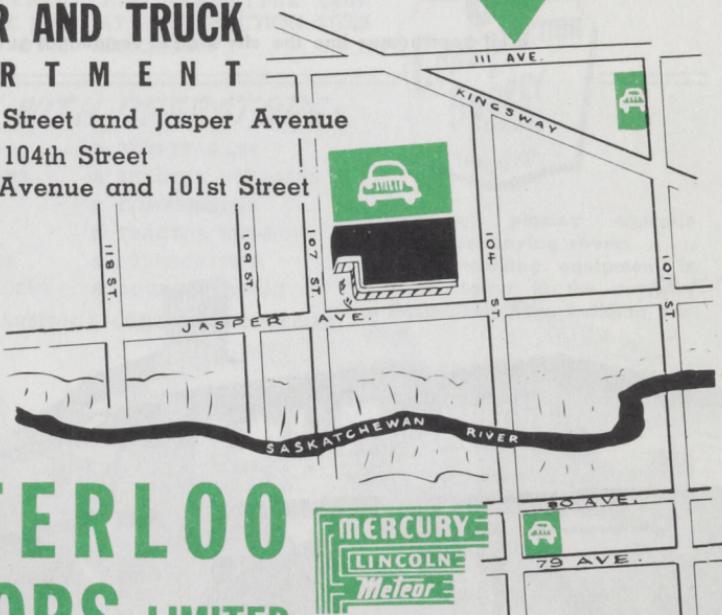
A NEW HIGH
IN ONE-STOP SERVICE

USED CAR AND TRUCK DEPARTMENT

Lot 1—107th Street and Jasper Avenue

Lot 2—7901-104th Street

Lot 3—110th Avenue and 101st Street



WATERLOO MOTORS LIMITED

JASPER AVENUE AT 107th STREET

PHONE 42171

TOWING, GAS AND OIL SERVICE

SOUTH WATERLOO

7901-104th Street

PHONE 392021

GENUINE FORD PARTS

TRANS-CANADA AIRLINES

Ticket Office in Macdonald Hotel Arcade. For information and reservations phone 45161.

TO CALGARY—6 flights daily with connections for southwestern U.S.

TO VANCOUVER AND VICTORIA—6 flights daily to Vancouver, 3 direct and 3 via Calgary, with connections for western U.S., Australia, New Zealand and the Orient. 2 flights daily for Victoria.

TO EASTERN CANADA AND U.S.A.—5 direct flights daily and 3 flights via Calgary, all with connections for overseas.

CANADIAN PACIFIC AIRLINES

District Traffic Office and Ticket Office in C.P.R. Building. Phone 42985.

TO WHITEHORSE AND FORT NELSON—One flight daily except Sunday.

TO WATSON LAKE—Flights on Monday, Wednesday and Friday.

TO FORT McMURRAY—Flights daily except Sunday; 2 flights on Monday, Thursday and Friday.

TO NORMAN WELLS AND AKLAVIK—Flights Monday and Friday.

TO GRANDE PRAIRIE, FORT ST. JOHN AND DAWSON CREEK—2 flights daily except Sunday. Motor vehicle service from Fort St. John to Dawson Creek.

TO PEACE RIVER—Flights on Monday, Wednesday and Friday.

TO FORT VERMILION—1 flight on Wednesday.

TO HAY RIVER—Flights on Monday, Wednesday and Friday.

TO YELLOWKNIFE—1 flight daily except Sunday; 2 flights on Thursday.

TO FAIRBANKS—Third Saturday of each month.

TO DAWSON CITY AND MAYO—Tuesday and Thursday.

TO PRINCE GEORGE AND THE CARIBOO—1 flight daily, except Sunday.

TO REGINA—1 flight daily, except Sunday.

TO THE ORIENT—2 flights weekly.

TO AMSTERDAM—4 flights weekly.

TO MEXICO AND LIMA—2 flights weekly.

TO LIMA AND BUENOS AIRES—2 flights weekly.

TO HONOLULU—2 flights weekly; daily in winter.

TO FIJI, AUCKLAND AND AUSTRALIA—1 flight weekly.

TORONTO, MEXICO CITY AND LISBON—2 flights weekly.

NORTHWEST AIRLINES

Ticket Office in Macdonald Hotel Arcade. Phone 27118.

EASTBOUND TO MINNEAPOLIS and all points east, west, and south—2 flights daily except Saturday and Sunday.

TO ANCHORAGE AND THE ORIENT—One flight weekly, on Saturday.

WESTERN AIRLINES

Ticket office in Macdonald Hotel Arcade. Phone 26165. Daily flights to Great Falls and Denver; connections at Great Falls for Salt Lake, Los Angeles, San Francisco and Mexico City; connections at Denver for Oklahoma City, Tulsa and Dallas.

GATEWAY AVIATION LTD.

Chartered operators with aircraft available for sight-seeing, hunting and fishing trips, No. 12 Hangar, Municipal Airport. Phone 886816.

Planes



Churches



We list a few down-town churches:

Anglican: All Saints (Pro-Cathedral) 10023 - 103rd St.

Baptist: First Baptist Church 109th Street and 100th Avenue

Christian Science:

First Church of Christ Scientist 10814 - 100th Ave.

Jewish: Congregation Beth Israel 119th Street and 102nd Ave.

Congregation Beth Shalom 11916 Jasper Avenue

Lutheran: Augustana Lutheran 9901 - 107th Street

Mormon: Church of Jesus Christ of

Latter Day Saints 82nd Avenue and 108th Street

Moslem: Mosque of Al Raschid 111th Avenue and 102nd Street

Presbyterian: First 10025 - 105th St.

Roman Catholic: St. Joseph's Cathedral Jasper Ave. and 113th St.

United Church: McDougall United 101st St., cor. Macdonald Dr.

Holy Trinity, one of the city's many gracious churches





Canada's Leading Specialty Shop

HOLT, RENFREW & CO., LIMITED . . founded in 1837 . . and built upon the firm bedrock of recognized standards and guaranteed quality.

Canada's Finest Furs

in the new H.R.-approved fashions . . quality for quality, value for value, price for price . . they are unmatched.

Fashions and Accessories

also

Men's Clothing and Haberdashery

many imported exclusivities with Holt Renfrew . . all selected with discrimination and good taste.

BRANCH SHOP . . THE MACDONALD HOTEL
MAIN STORE . . 10336 JASPER AVENUE

HOLT RENFREW



SHOPPERS' P

Visit Edmonton's W

A QUARTER-MILE
OF FINE STORES
AND SHOPS

Complete shopping facilities and services in a compact, perfectly integrated regional shopping centre.

22 ACRES
OF PARKING SPACE

Free-and-easy parking for close to 3,000 cars. Drive in, park your car, and explore the stores and shops at your leisure.

SHOP HERE FOR SOUVENIRS
AND GIFTS FOR FRIENDS AT HOME

SHOPPERS' PARK, WESTMOUNT



PARK, WESTMOUNT

Western Canada's Largest Shopping Centre

Wonderful Shoppers' Park

40 Stores, Shops and Services

- AGNEW SURPASS SHOES
- ALBERTA LAUNDRY & DRY CLEANERS
- ALLSTATE INSURANCE COMPANY
- BANK OF MONTREAL
- BINDON'S BAKERY
- BUTCHART & HOWE—OPTOMETRISTS
- CAMPBELL'S FURNITURE LTD.
- CANTERSON PHOTOGRAPHS
- COMRIE SEWING MACHINE
- CORONA SHOE RENU
- ENGINEERED TELEVISION SERVICES
- FAIRFIELD & SONS LIMITED
- GOVERNMENT LIQUOR STORE
- HOUSE OF CARDS
- HUGH IMPORTS LTD.
- JACK & JILL LTD.
- S. S. KRESGE COMPANY
- McARTHUR'S LADIES' WEAR
- MCBAIN CAMERA SPECIALTY
- DR. CHARLES McTAGGART Chiropractor
- MARGO FLOWERHOUSE
- MEDICAL DENTAL CLINIC
- MURRAY'S RESTAURANT
- NELS TODD BEAUTY SALON
- THE NUT HOUSE
- PICARDY
- SALLY SHOPS LTD.
- RICHARD SOLEY TOWN & COUNTRY WEAR
- TAMLYN DRUG STORE
- TIP TOP TAILORS
- TORONTO DOMINION BANK
- UNCLE JOHN'S HOBBY SHOP
- UNITED CIGAR STORE
- WARHAM JEWELLERS
- WEBER BROS. AGENCIES
- WESTMOUNT APPLIANCES
- WESTMOUNT BARBER SHOP
- WESTMOUNT QUALITY MEATS
- WOODWARD'S DEPARTMENT STORE
- WOODWARD'S FAMOUS FOOD FLOOR

● 111TH AVENUE AT GROAT ROAD



**Memorial to Father Lacombe
at St. Albert.**

Mosque of Al Raschid, the
only Moslem Temple on the
North American Continent.

Ukrainian Catholic Church of
St. Josaphat.

The new Macdonald Hotel
dominates Jasper Avenue.

Edmonton's famous High Level
Bridge spans the Saskatchewan River valley.





Points of Interest

THE CITY of Edmonton and the surrounding district is rich in colorful historic lore, and many a landmark has a story to tell.

The following brief descriptions of some of the most interesting points along the blazed scenic drive (pages 4-5) will assist the visitor in discovering the local color of the city.

New City Hall: 103rd Avenue and 100th Street. Edmonton's new City Hall, completed in the spring of 1957, handsome and extremely modern in design, expresses well the far-sighted character of an expanding city prepared to play a leading role in the country's future.

Borden Park and Zoo: 112th Avenue and 75th Street.

Edmonton Exhibition Grounds: 79th Street and 115th Avenue (see page 69). Here you will also see the original building that housed Edmonton's first newspaper, "The Edmonton Bulletin," which commenced publication in 1880.

Ukrainian Catholic Church of St. Josaphat—97th Street and 108th Avenue. This magnificent church, with its temple crosses soaring into the sky, was built entirely through subscriptions from the congregation. It stands as a testimonial to this good, free country where these Ukrainian Canadians considered it a privilege to give their all to build their own temple in which to worship God in their own way. It was first opened in 1947.

Mosque of Al Raschid: 111th Avenue between 101 and 102 Street. This is the only Moslem temple on the North American continent.

Edmonton Airport: Kingsway. Sprawling over 750 acres, this is one of the finest municipal airports in Canada (see page 66).

Father Lacombe Memorial and Church: Situated at St. Albert, 8 miles north of Edmonton on Highway No. 2. In this historic mission is preserved much of the story of the past. To the Blackfeet Indians, Father Lacombe was "the man with a good heart"; to the Crees he was "the noble soul." The primitive little chapel he built in 1861 is now part of the historical museum maintained on the original site, within a brick structure recently built to protect it.

Shoppers' Park, Westmount: 111th Avenue at Groat Road. Forty stores, shops and other services are located in this attractive shopping centre—the largest in western Canada. Away from the crowded downtown business centre, the Shoppers' Park offers free parking space for about 3,000 cars as well as every shopping convenience and service. Tourists wearing casual travel togs will feel quite comfortable shopping in the casual suburban atmosphere of this shopping centre.

Groat Bridge: A very pleasant scenic drive along Groat Road and over the Groat Bridge links North and South Edmonton in the city's west end.

Mayfair Golf and Country Club is beautifully situated on the south side of the Saskatchewan river, easily approachable by the Groat Bridge from the north and by Saskatchewan Drive from the south side.

THE PERFECT
END OF A
DAY . . .
DINNER
AT
EDMONTON'S
FINEST
RESTAURANT



THE

Seven Seas

10525 JASPER AVENUE

ORIENTAL AND CANADIAN
CUISINE
PHONE 25069
FOR DELICIOUS CHINESE
DISHES DELIVERED TO
YOUR DOOR.

KING SWAY Cabins



enjoy your
visit!

CLASS "A" ACCOMMODATION — 20 FULLY
MODERN CABINS, COFFEE SHOP AND STORE
ON KINGSWAY AVENUE—OPPOSITE AIRPORT.

PHONE 24745

University of Alberta: South of Saskatchewan Drive at 112th Street. Well known all over this continent for its high educational standards and the excellence of its courses and facilities, the University of Alberta enrolls students from all parts of the world. Several new buildings help to accommodate its constantly increasing student body, and the beautiful new Rutherford Library is one of the most convenient and complete in this country.

University of Alberta Museum: Arts building, University Campus.

Jubilee Auditorium: 87th Avenue and 114th Street, adjacent to the University campus. Commenced in 1955, Alberta's Golden Jubilee year, in commemoration of the fiftieth anniversary of the inauguration of the Province of Alberta, this magnificent Jubilee Auditorium was built by the Government of the Province of Alberta. Judged by experts to be the finest multi-purpose auditorium on the continent, the auditorium proper seats approximately 2,700 people and is equipped with the most modern and extensive stage, lighting and sound facilities obtainable. The beautiful and impressive main lobby, a second small auditorium, an art and display gallery, a banquet room with complete kitchen facilities, meeting rooms, practice rooms, lounges, dressing rooms, and offices are all combined here to make this building the centre of many of the cultural activities of northern Alberta. An identical Jubilee Auditorium has also been built in the City of Calgary.

Enjoy

YOUR VISIT
TO EDMONTON

AT THE



HARVEY R. METHERAL, Manager

Shamrock Apartment Hotel

11810 JASPER AVENUE

• TELEPHONE 884815

• FREE PARKING

61

All rooms with private bath and telephone • Maid service • Cooking facilities if desired

High Level Bridge: Spans the Saskatchewan River valley at 109th Street.

Alberta Legislative Building: 109th Street and 97th Avenue. Among the most dignified and beautiful in Canada, the Alberta Legislative Building stands on grounds where fierce Indian battles once were fought. On this spot stood old Fort Edmonton, and here the first Christian service in Alberta was held. Into the Legislative chambers have gone progressive members of all shades of political thought, representatives of the forward-looking peoples who have made Alberta unique among provinces. The present Social Credit government was first elected in 1935—this is the first place in the world to elect an administration under Social Credit mandate.

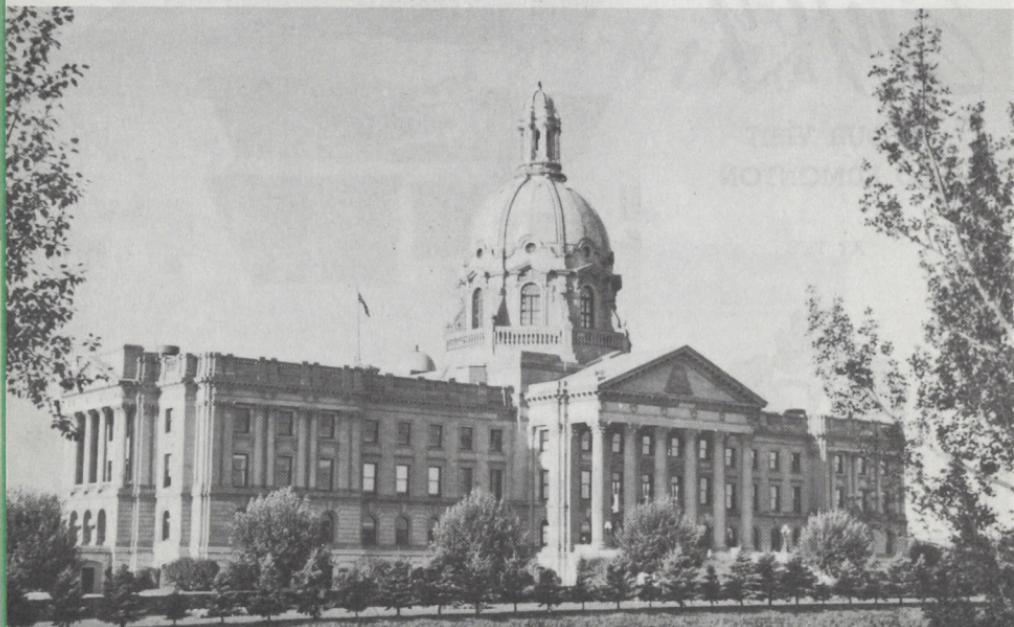
Field Force Cairn: On grounds of new Administration Building on 109th Street. This cairn was erected to the memory of the task force which, during the Riel Rebellion, engaged Big Bear's Indian warriors in Saskatchewan and prevented an Indian uprising in Alberta.

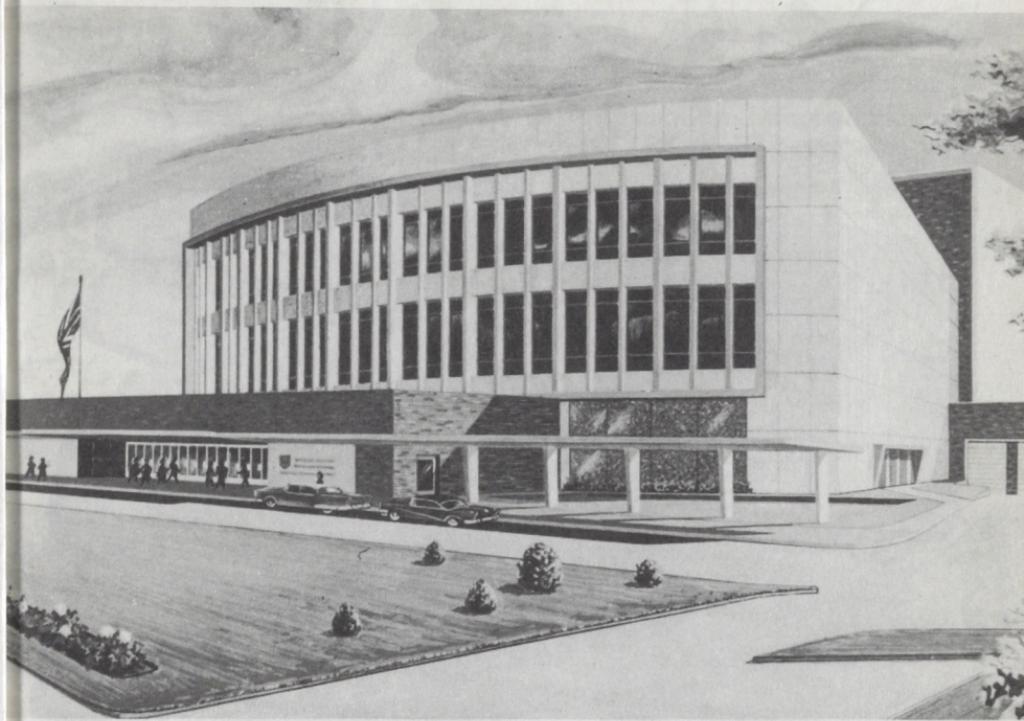
Government Centre: In the immediate vicinity of the Legislative Building have recently been built a number of large new provincial and federal government administrative buildings, and it is expected that eventually this whole area will be given over to government buildings of this type.

Edmonton Art Gallery: 9842 105th Street. Visitors to Edmonton may view the paintings and sculpture of Edmonton and Alberta artists here, as well as contemporary art from all parts of the continent.

Cenotaph: 100th Avenue and 102 Street. Edmonton's war memorial.

62 The dignified Legislative Building of the Alberta Government overlooks the river valley on 109th Street.





The magnificent Golden Jubilee Auditorium

George McDougall Memorial Shrine and Museum: 101st Street at 100th Avenue. The oldest building in Edmonton, it is open to the public every afternoon (See page 65).

Macdonald Hotel: 100th Street and 100th Avenue. Edmonton's finest hotel, commanding a sweeping view of the river valley, the Macdonald now has a 16-storey addition facing Jasper Avenue.

Refinery Row: About 4 miles east of the city, on Highway No. 16A, are the huge oil refineries of the Imperial Oil Co., Ltd., the McColl Frontenac Company and British American Oil Company. Located in the same area are the C.I.L. Polythene plant, the giant storage tanks and pumping stations of the Interprovincial Pipe Line Company Ltd. and the Trans-Mountain Pipeline Company, which carry oil to the eastern and western reaches of Canada respectively. About 1½ miles north and a quarter of a mile west of the B.A. Refinery visitors can see the tremendous petrochemical plant of the Canadian Chemical and Cellulose Company Limited. A number of smaller plants linked with the petrochemical industry are also established in this refinery row area. Visitors are especially pleased with the appearance of this region at night when the tall cracking towers and stills of all of these refineries and plants are ablaze with myriads of sparkling lights.

THE CITY OF



EDMONTON

Edmonton is widely recognized as one of Canada's great sport centres. Since the early days of the city's history, both spectator and participant games of all kinds have received enthusiastic support. Here are five of the finest golf courses, 3500 acres of parks and playgrounds, beautifully located swimming pools and tennis courts, a modern, completely equipped racing park, professional league baseball in Western Canada's finest ball park, and some of the best football in the country played in newly enlarged Clarke Stadium. In addition, there are numerous lawn bowling greens, riding academies and, close by, many beautiful lakes for fishing and boating. You'll find your favorite sports at their best in Edmonton!





McDougall Memorial

PERHAPS one of the most interesting landmarks in Edmonton, a very real link with the city's past, is a small and unpretentious grey building which stands quietly in the shadow of McDougall United Church, just south of Jasper Avenue on 101st Street. Above the door is lettered the simple legend, "Methodist Church, 1871." It was the first building to stand outside the protecting walls of old Fort Edmonton!

This little church now serves as a memorial and shrine to the man who built it, the Reverend George McDougall, who spent many years as a missionary on the prairies, beloved by white and red man alike. He gave his life to educating and Christianizing the Indians, and preparing them for the time when the white man would settle their plains. His great influence as a peacemaker was largely responsible for keeping peace between the tribes and later, between the Indians and the whites.

The church has now become a museum, and its hand-hewn log walls are hung with pictures of the great pioneers—the missionaries, the traders, the homesteaders, the citizens of those early days. Many interesting mementos of the past are preserved in a glass case. Inside these old walls is a treasure-house of story—the colorful history of Edmonton and the great northwest.

This little church is open to the public every afternoon during the summer and visitors are cordially invited to see it.



Edmonton Airport

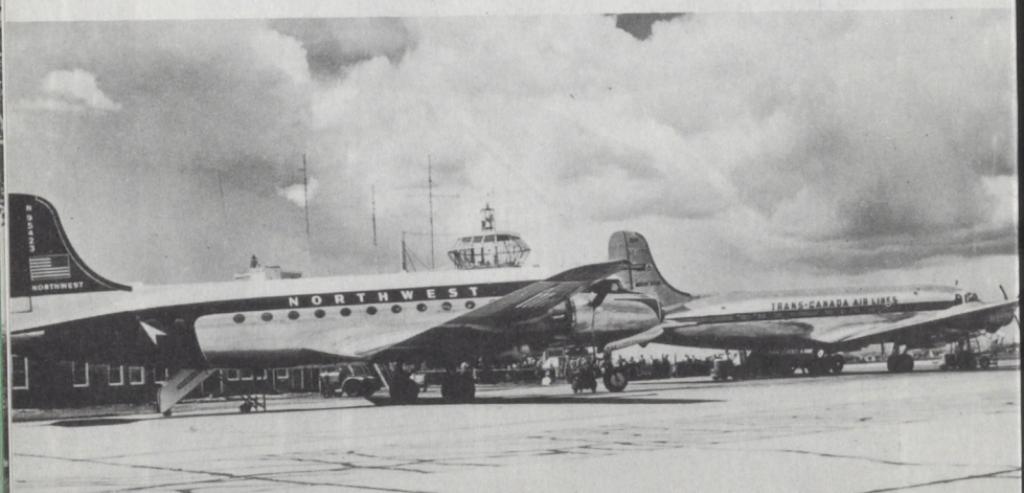


The tremendous commercial and strategic significance of the Edmonton Airport, at the threshold to the vast northern areas of this continent, has made Edmonton an air centre of world-wide importance. Scheduled flights for all parts of the world are operated in and out of Edmonton by four major airlines. Eight other lines run scheduled and charter flights servicing the huge mining production of the north, the Peace River area, the fur trade, and scores of other far northern projects. Millions of pounds of freight pass each year to and from the north, the Yukon and Alaska through the Edmonton Airport.

Municipally owned, the Edmonton Airport was the first licensed commercial airport in Canada, and the development of air transportation has been a greater contributing factor in the development of the city than it has in any other major city. Edmonton was the base of the famous Canadian bush pilots who, after World War I, played so large a part in the opening up of the north and the great mining projects that made Edmonton their distributing centre.

During World War II the airport was taken over by the federal government, enlarged and improved to serve as a North West Air command post. The American government, too, spent millions of dollars in making it adequate for servicing the heavy USAAF traffic it then handled. Returned to municipal control after the war, it is still used by both the RCAF and the USAF.

Now a \$14,000,000 project, the Edmonton Airport covers 750 acres, with 664,036 square yards of heavy, three-mile runways and the latest equipment. The airport is operated by a staff of about 1,400, in 16 hangars and some 200 other buildings, averages about 10,000 arrivals and departures monthly, and in 1953 handled 30,000 more aircraft take-offs and landings than any other airport in Canada.





Eskimo children prepare for the long flight home after a sojourn in Edmonton.

A huge 'round-the-world airliner of the Scandinavian Air Lines is serviced at the Edmonton Airport

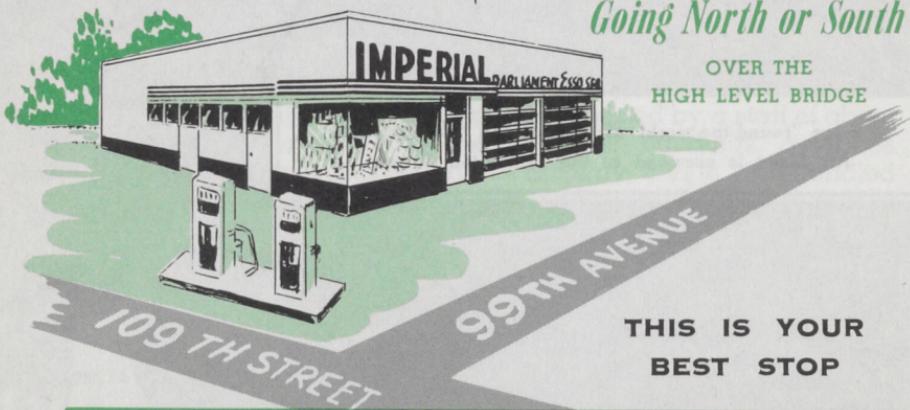


EDMONTON EXHIBITION

- ★ SPECTACULAR GRANDSTAND SHOW
- ★ PREMIER LIVESTOCK SHOW
- ★ WORLD'S LARGEST MIDWAY
- ★ 6 DAYS OF HORSE RACING
- ★ MAMMOTH OPENING PARADE
- ★ EXHIBITS OF ALL KINDS

JULY 15 - 20, 1957

EDMONTON EXHIBITION ASSOCIATION LTD.



PARLIAMENT SERVICE STATION

9905 109th STREET

JUST NORTH OF THE PARLIAMENT BUILDING

- Fast Gas and Oil Service
- Tires, Batteries, Accessories
- Your Esso Station



Edmonton Exhibition

JULY 15th to 20th

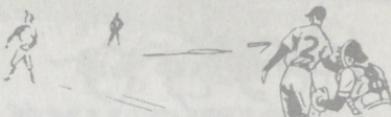
Plan your visit to Edmonton for Fair Week, July 15th to 20th, and see the gigantic Edmonton Annual Exhibition! This is not only Canada's leading livestock and agricultural show, but also a display medium for Alberta manufacturers and industrial concerns, for artists, photographers and for the schools. And in addition to the hundreds of interesting and educational exhibits there is all the fun of a gala midsummer fair—grandstand shows every evening, chuck-wagon races, fireworks, all the hurly-burly of the midway with its rides and side shows—and six days of horse racing to boot!

Edmonton invites you to join with the thousands who flock in holiday mood each summer to see the big opening parade and to enter into all the fun and festivity of the mammoth Edmonton Exhibition!

Come to the Fair . . . everybody has a wonderful time!



Sports in Edmonton



EDMONTON, like most cities and towns of the west, is typically sports-minded. Throughout the year, summer and winter, general interest in sporting events runs high. The natural vigor and energy of the people in this part of the world expresses itself in a zest for both spectator and active participant games of all kinds.

Baseball: At Renfrew Park, Western Canada's finest baseball park, at 104th Street and 96th Avenue, baseball fans watch games in the Western Canada Baseball League, which includes teams from Regina, Saskatoon, Moose Jaw, North Battleford, Lloydminster and Edmonton. Top-flight games may be seen either in the afternoon or evening—night games being played under floodlights. Visitors are specially invited to watch the "Edmonton Eskimos" in action while in the city. Phone the club office at 24218 for information on game schedules.

Football: Edmonton's famous football team, the spectacular Edmonton Eskimos, plays in the Western Conference, and for the past three successive years has carried off the coveted Grey Cup trophy, highest honor in Canadian football. Western Conference football is played from late August to mid-November, and autumn visitors to Edmonton should not miss an opportunity to join the enthusiastic crowds who flock to Clarke Stadium to watch the Eskimos' thrilling brand of football.

Fastball: Kingsway Park is the home of fastball in Edmonton. There are several leagues, and visitors are assured of an interesting game any night at Kingsway.

Cricket: It often comes as a surprise for visitors and newcomers to the city to learn that cricket is played regularly here. Six teams in the Edmonton league play every Saturday and Sunday throughout the season at the cricket ground in Victoria Park, just south of the golf club house. Junior teams play Saturday mornings, and there is practice in the nets every evening. Young people interested in learning cricket may join the Junior Cricket Club by contacting Mr. John Morrison, 10424 98th Avenue.

Stock Car Racing, at Speedway Park, north on 127th Street in Edmonton, has become one of the city's most popular outdoor sport attractions. Visitors to Edmonton are invited to attend these thrill-packed races on Wednesday evenings, some Saturday evenings, and every holiday. For information, phone 793804.

Golf: For holidayers whose first thought is a likely game of golf Edmonton has several really excellent courses.

PUBLIC COURSES:

Municipal Golf Course, Victoria Park. Phone 22120.

Riverside Golf Course, Dawson Bridge, No. 16 Highway.

PRIVATE GOLF CLUBS:

Mayfair Golf and Country Club, South Side. Phone 32767.

Edmonton Country Club, 156th Street. Phone 891131.

Highlands Golf Club, 66th Street and Ada Boulevard. Phone 771741.

The usual visitors' privileges are extended to all club members at the city golf clubs.

Tennis: Visitors are welcome on the hard rolled, taped courts of Edmonton's tennis clubs:

Glenora Tennis Club, 10139 120th Street.

Garneau Tennis Club, 108th Street and 83rd Avenue.

Lawn Bowling: Anyone desiring to play is invited to any of Edmonton's excellent greens where bowls will be provided.

Greens are located at:

Edmonton Club, Saskatchewan Drive.

Garneau Club, Garneau Community Centre.

Royal Club, Parliament Bldgs.

Patricia Club, 10904 94th Street.

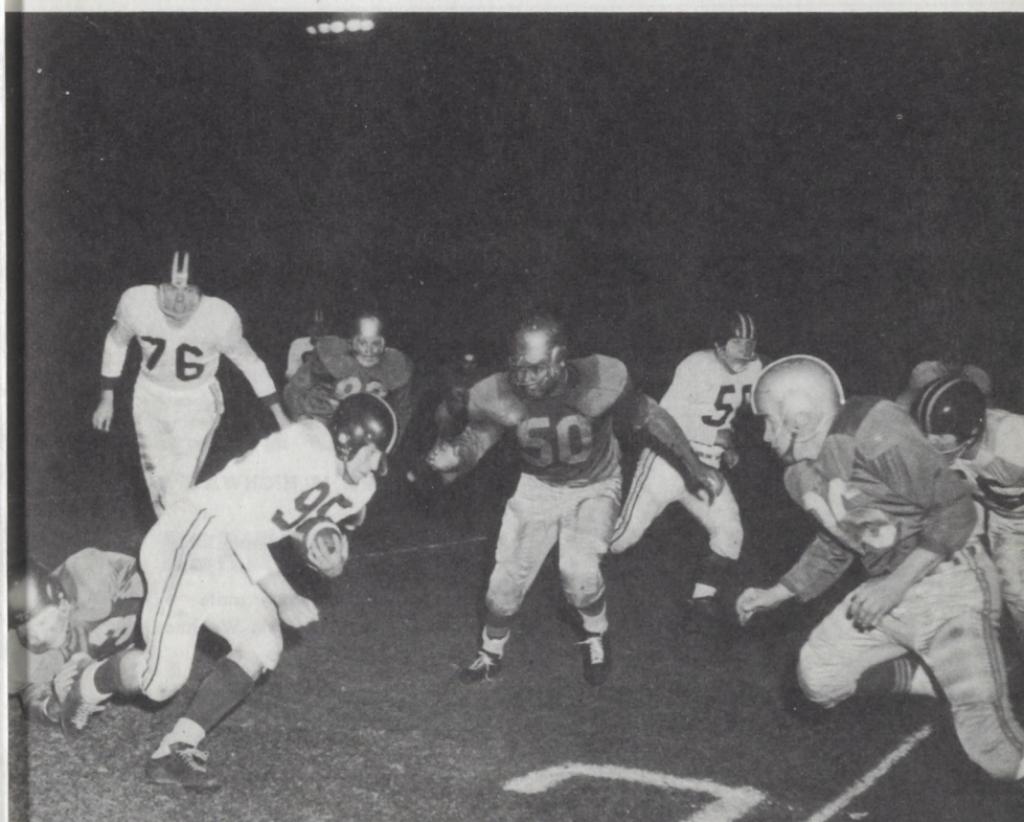
Westlawn Club, 124th Street.

Highlands Club, 65th Street.

Alberta Avenue Club, 9228 118th Avenue.

C.P.R. Club, South Side Station.

71



GRIERSON HILL GOLF RANGE

500 YARDS EAST OF THE MACDONALD HOTEL

A driving range right in the heart of downtown Edmonton! You can slip down for a few practice shots any time between 9 a.m. and 11 p.m. daily.

NO WAITING!

20,000

GOLF BALLS

Clubs Available

FOR FUN, HEALTH
AND

BETTER GOLF

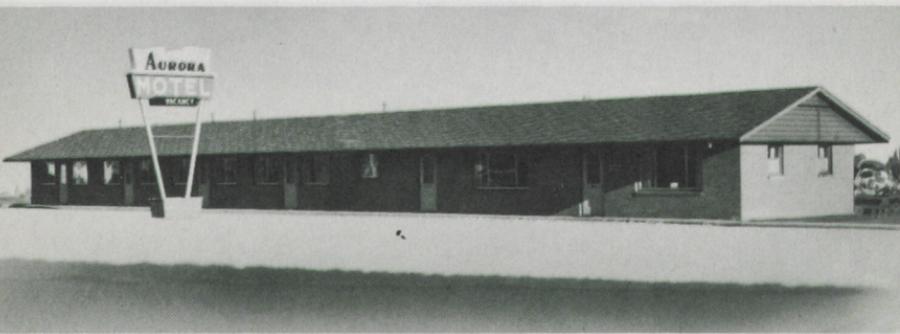
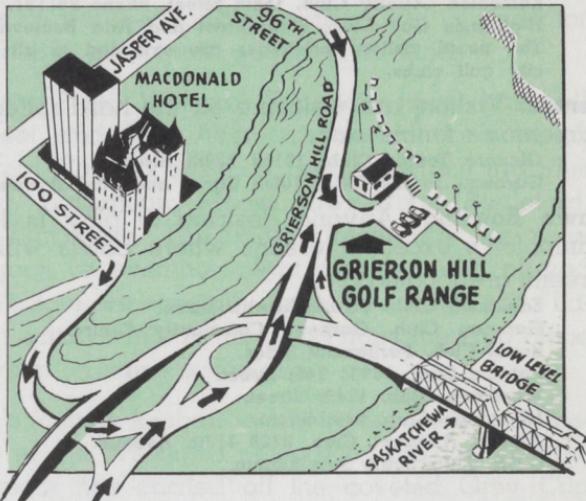
Expert Instruction

ALEX OLYNYK

P.G.A. Professional

PHONE

2 3 2 6 3



EDMONTON'S NEWEST . . .

AURORA MOTEL

15145 111th AVENUE - NO. 16 HIGHWAY, WEST

LARGEST
AND FINEST
IN THE CITY!

- 30 units
- Television available
- Radios in all units
- Kitchen facilities in some units
- Only 15 blocks from Shoppers' Park, Westmount—a five-minute drive!

where a bit of luxury costs no more!

Riding Academies: Four well known riding academies make fine saddle horses available to visitors who have a yen for the feel of the leather:

Briercrest Stables, 117th Avenue and 149th Street. Phone 89-2363.
Greening Riding School, 101st Street and 51st Avenue.
Edmonton Riding Academy, Jasper Place (West Edmonton).
Art's Western Riding Academy, 9902 74th Avenue.

Swimming Pools: Four outdoor pools, municipally owned and operated, and four indoor pools make swimming a popular summer sport right in the city. Even the city dweller can develop a good suntan at the South Side Park Pool (Queen Elizabeth Park), the Borden Park Pool, the West End Pool at 119th Street and 103rd Avenue, and the Mill Creek Pool off 82nd Avenue at 93rd Street.

Winter Sports: Outstanding professional hockey is played throughout the winter months at the Edmonton Gardens, while good junior hockey also draws large crowds of spectators. Curling is, perhaps, the most popular participant winter sport and a number of large rinks with artificial ice are in continual day and evening use throughout the season. Skating and hockey are especially popular among the young people, while Edmonton's Snow Valley provides excellent skiing away from the mountains.

THE NEW PLANT OF THE ...



NORWOOD FOUNDRY LIMITED

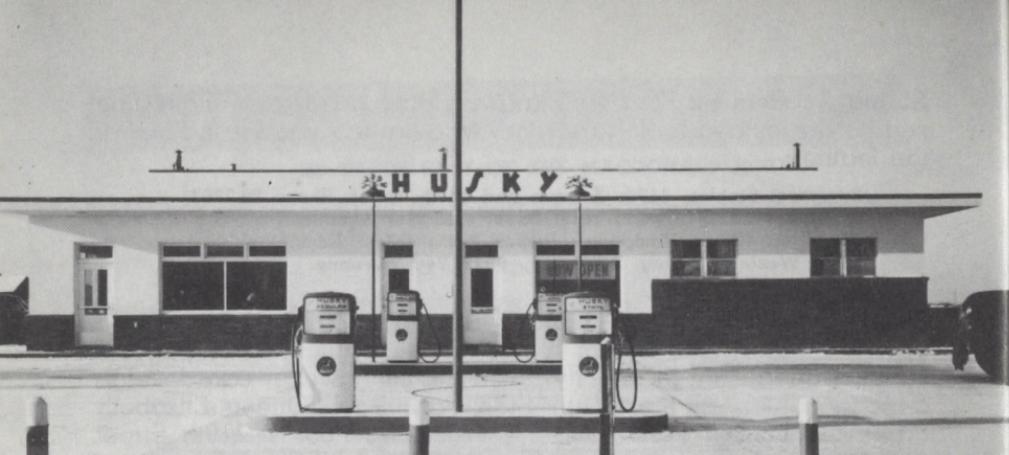
ANOTHER EDMONTON
INDUSTRY RAPIDLY
EXPANDING WITH
CANADA'S FASTEST
GROWING CITY.

73

SEMI-STEEL
AND ALLOYED
CASTINGS

Phone 23216
9111-111th Ave.
10054-79th Ave.

FOUNDERS IN IRON
BRASS AND ALUMINUM
TWO PLANTS GEARED TO SERVE



WELCOME TO EDMONTON AND

HUSKY *Travelcentre*

NO. 2 HIGHWAY • SOUTH OF CITY LIMITS

YOUR COMPLETE
TRAVEL CENTRE
GAS • OIL • TIRE
AND
AUTOMOTIVE SERVICE



ON THE JOB
24 HOURS A DAY
ROAD MAPS • TRAVEL
LITERATURE AND
INFORMATION
PHONE 390124

HI-SKY PREMIUM GASOLINE

HUSKY HOUSE RESTAURANT

DON MACLEAN, Mgr.



FOR A MEAL OR
A TASTY SNACK

Outstanding
Special Blend
Husky Coffee

•
24-HOUR
COUNTER AND BOOTH
SERVICE

DOWNTOWN

HUSKY SERVICE CENTRE • 104th AVE. and 119th ST.

DAVE DAVIDSON'S SERVICE STATIONS LTD.

EDMONTON PARKS



Parks and Resorts

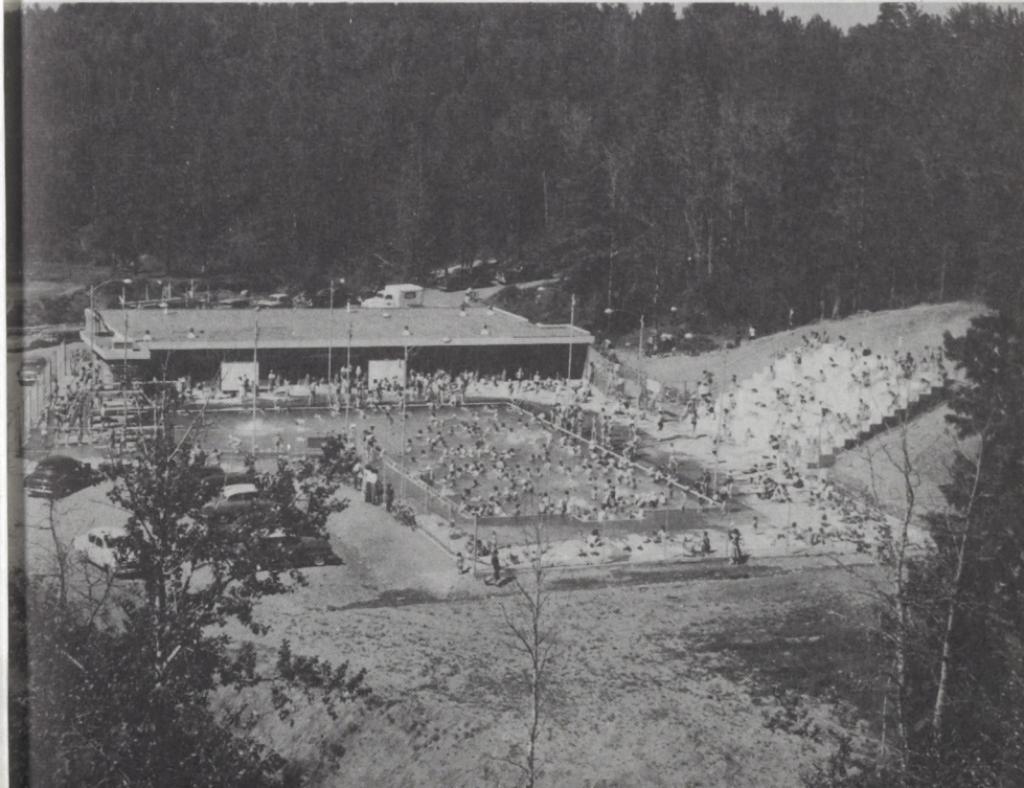
Right in Edmonton are city parks that compare with any on the continent. The city has 2,168 acres reserved for park areas, of which 1,300 are in the Saskatchewan River valley.

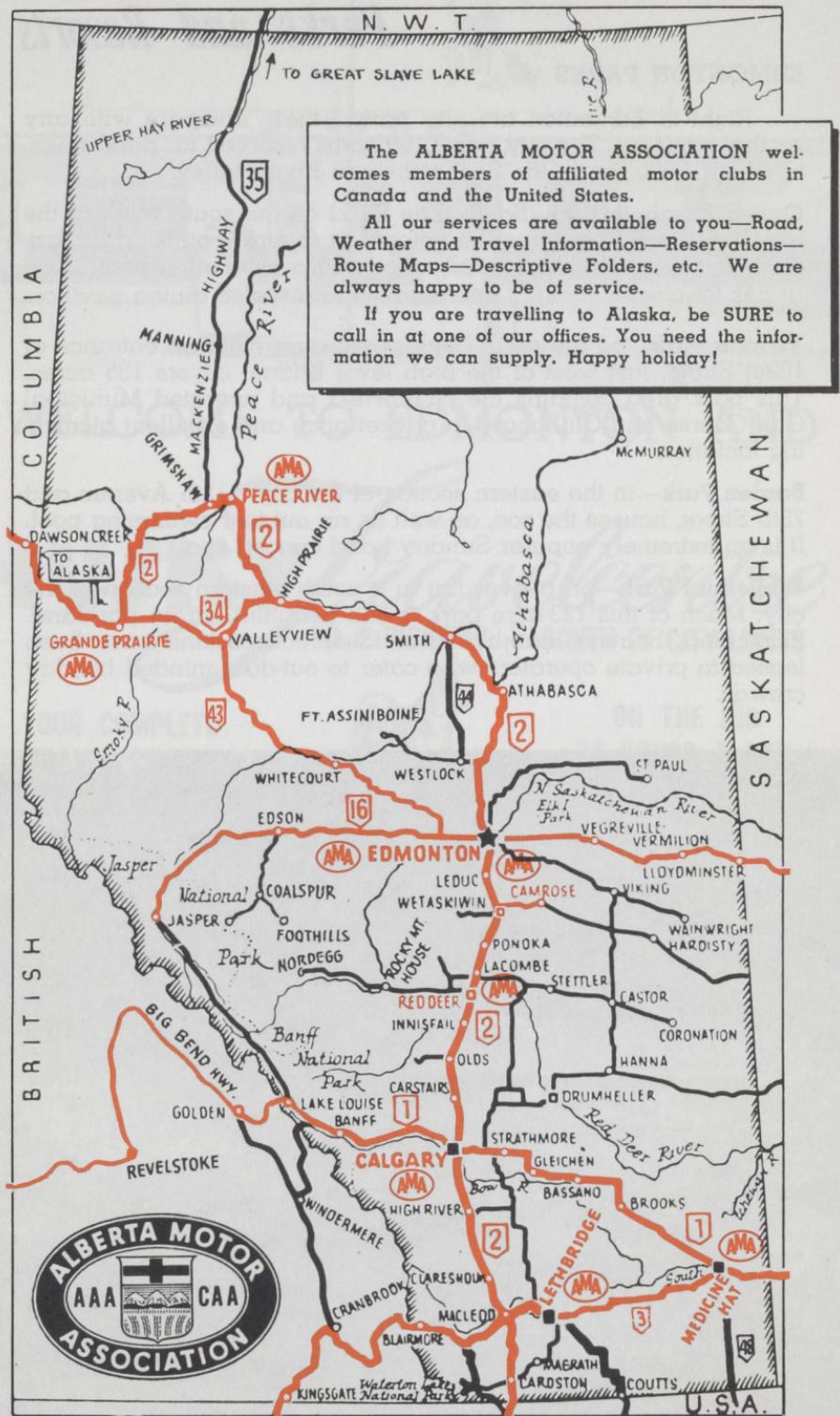
Queen Elizabeth Park (South Side Park) on the south bank of the Saskatchewan River, may be entered at several points on Saskatchewan Drive. This is a lovely spot with a swimming pool, open grates for casual cooking operations and a roofed dining pavilion.

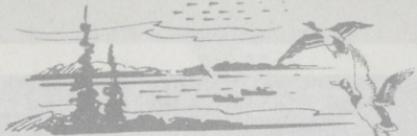
Victoria Park—on the north bank of the river, with an entrance at 109th Street, just west of the high level bridge, covers 135 acres. This park area contains the city-owned and operated Municipal Golf Course and Clubhouse, a cricket pitch and excellent picnicking facilities.

Borden Park—in the eastern section of the city, 112th Avenue and 75th Street, houses the zoo, as well as an outdoor swimming pool. It is an extremely popular Sunday band concert spot.

Whitemud Park—on a river flat in a south western section of the city. Much of this 123-acre park is still beautiful, virgin parkland. Picnicking, boating, bathing and riding concessions have been leased to private operators who cater to out-door minded holiday crowds.







Beach Resorts

Lakeview Park and Recreation Centre—20 miles east of Edmonton on Highway 14, on the south shore of Cooking Lake. A very pleasant resort with a white sand beach, ideal for swimming and boating, it features also a fine pavilion which is a favorite Saturday night dancing spot for city pleasure-seekers. An excellent camping spot, this resort also has cabins for rent.

Sylvan Lake—109 miles from Edmonton on No. 2 Highway. Attractions at this fine lake include swimming, boating, golfing, tennis, riding and dancing. Tourist cabins are available close to the business section of town.

Pigeon Lake—68 miles from Edmonton, 28 miles west of Wetaskiwin. There is swimming, boating, fishing and moonlight dancing at this lovely resort lake. A clean, white, sandy beach and crystal clear water make this a great favorite for summer cottagers.

Gull Lake, Seba Beach and Alberta Beach—These are all popular resorts, attracting many city businessmen and their families for fishing, swimming and other aquatic sports.

Rent-a-car IN EDMONTON

ALBERTA DRIVURSELF LTD.

DOWNTOWN: 10050 100th Street

(Directly across from the Macdonald Hotel)
Phones: 41667-43331

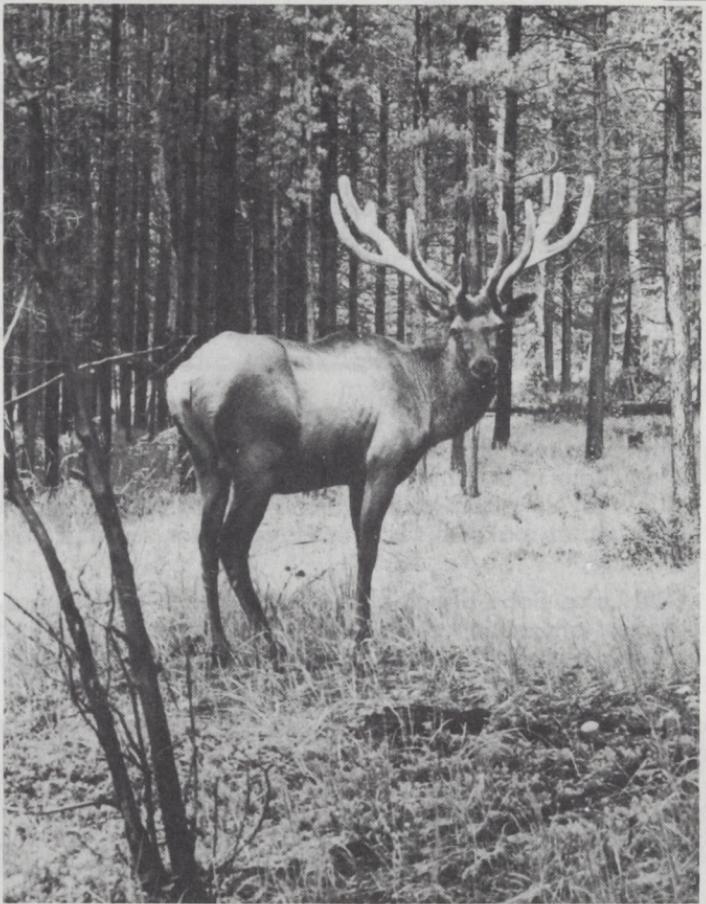
AIRPORT: AIRLINE U-DRIVE LTD.

Rotunda, Municipal Airport Phone 880483

SOUTH EDMONTON: 10526 Whyte Avenue

Phone 30123





You will see both elk and buffalo at Elk Island Park.



Elk Island Park

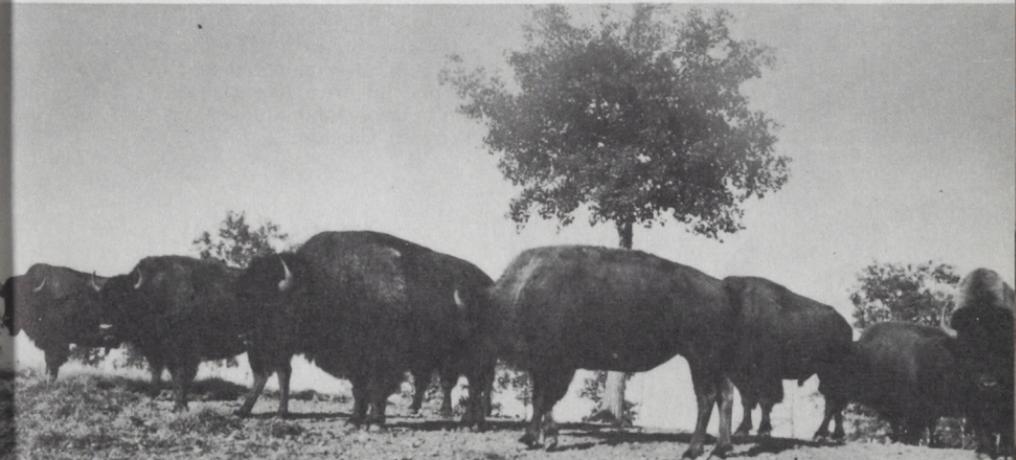
ONLY thirty miles east of Edmonton there are nearly 1,500 wild plains buffalo roaming the parkland, just as they did hundreds of years ago. Large herds of elk and moose wander through the woods and plains, free and unmolested. They are all inhabitants of the largest fenced animal preserve in Canada—Elk Island Park.

Reached by Highway No. 16 from Edmonton, this park is preserved in its natural state and is traversed by all-weather roads which allow the motorist to observe these denizens of the wild at close range. Scattered over the whole area are small, island-dotted lakes, providing ideal nesting grounds for thousands of wild duck and geese. Elk Island being a game preserve, visitors are not allowed to carry firearms and must not molest the wild animals, the birds or their nests.

In the vicinity of Sandy Beach, on the east shore of Astotin Lake, is a small resort with good cabin accommodation and trailer space, restaurants and picnic facilities. The swimming is fine, and there is also a very good nine-hole golf course. Not only a sanctuary for game is Elk Island Park, but a sanctuary also for the city dweller who longs for a taste of the country.

Do bring your camera when you visit the park, for you will have many opportunities to snap priceless pictures in the spot where all wildlife is protected, and where roams one of the finest herds of buffalo in North America.

Herds of Buffalo Roam the Elk Island Game Preserve





A TOUR INTO MALIGNE LAKE

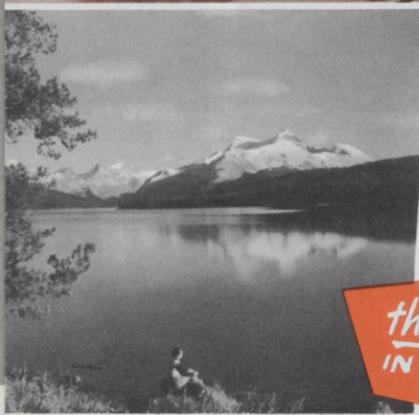
JASPER NATIONAL PARK

"The most perfect gem
of the Rockies!"

An exciting scenic trip by car and boat from Jasper Town, across Medicine Lake and up through 12 miles of mountain and virgin forest to beautiful Maligne.

- FISHING
- BOAT CRUISES
- CAMERA FUN
- COMFORTABLE RUSTIC LODGE

Make your arrangements at Maligne Tours office in Jasper, directly across the street from the Government Information Bureau.



the most thrilling Tours
IN THE ROCKY MOUNTAINS

. . . AND A
**SNOWMOBILE TOUR ON
COLUMBIA ICEFIELDS**

JASPER - BANFF HIGHWAY
2½ Miles on an Ancient River of Ice!
A 45-minute conducted tour by snowmobile up on a live glacier . . . the most novel and interesting tour in Western Canada.

**THE THRILL
OF
A LIFETIME!**

MALIGNE TOURS AND SNOWMOBILE TOURS
OPERATED BY
SNOWMOBILE TOURS LTD.



Jasper Park

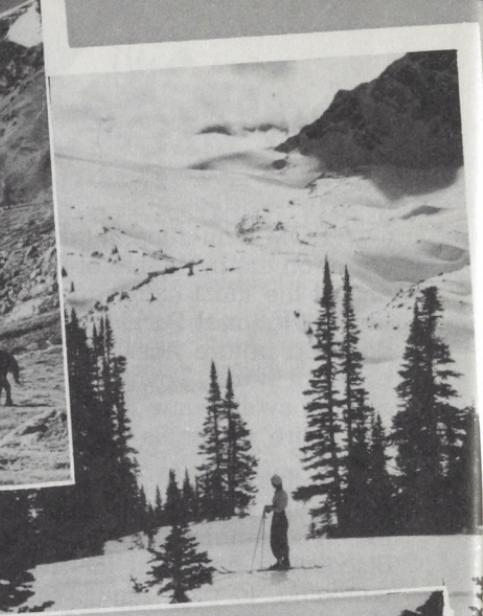
*F*ROM Edmonton, it takes only a little more than a half day by car or on the main line of the Canadian National Railway to reach one of the most extravagantly beautiful spots on the continent—Jasper National Park! In this 4,200 square miles of fabulous holidayland nature has bestowed her gifts of scenic beauty with a prodigal hand. Towering, snow-crowned peaks soar far into the clouds; swift, white streams rush through the alpine valleys and the entire region is dotted with gem-like glacial lakes.

In this setting of mountains and green forest you may spend your days exploring from a car or saddle, hiking, climbing or fishing in an angler's paradise. In the heady mountain air you will discover a new zest for living. You will want to swim and go canoeing, to play tennis and enjoy a game of golf on the fine championship course at Jasper Park Lodge.

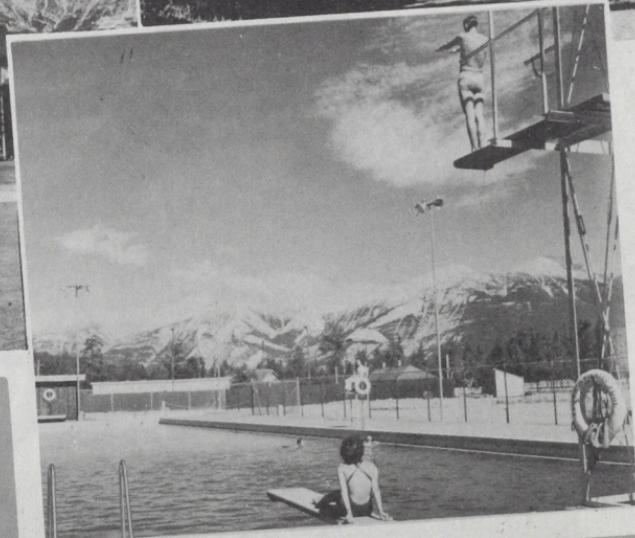
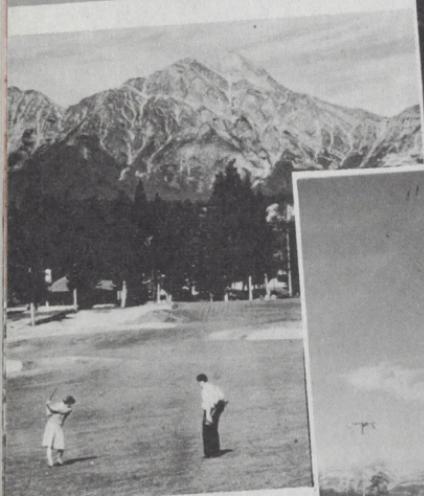
You will want to see the regal peak of Mount Edith Cavell and the remarkable "Glacier of the Angels." You must not miss Maligne Canyon, Medicine Lake and the incredible, still beauty

Beautiful Maligne Lake in Jasper National Park





A MOST
GLORIOUS
HOLIDAYLAND
AWAITS YOU AT
JASPER



of the incomparable Maligne Lake. The magnificent Mount Robson, the vast and mysterious Columbia Ice Fields, the Athabasca Falls, the Sunwapta Falls, Miette Hot Springs, the Tonquin Valley and Amethyst Lake sheltered by the impressive Ramparts range —these are only a few of the places that everyone should see for himself.

It is impossible to see all of Jasper Park in one visit, and every mountain and every lake has a thousand facets, changing indefinitely with each changing mood of weather or season. Visitors return again and again, always to discover that they cannot exhaust the wonders of this region.

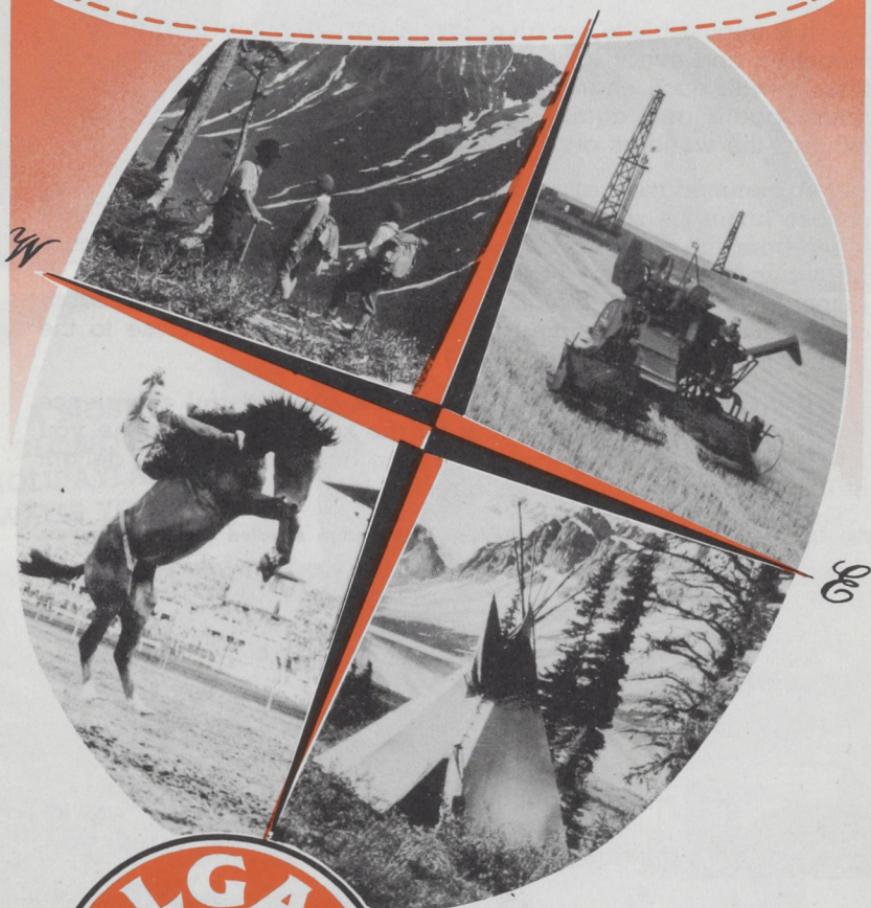
Accommodation at Jasper Park is excellent, and you may choose luxurious surroundings or a simple family cottage. Three miles from the town of Jasper is the famous Canadian National Railways hotel, Jasper Park Lodge. There are several hotels in Jasper town and quite a number of very good bungalow and cabin camps scattered throughout the park, most of them close to the town.

If you have never seen Jasper Park a wonderful experience awaits you. If you are returning for the second or third time you will find hundreds of new places to see and will have the delight of discovering the old scenes afresh.

The Canadian National Railway's Jasper Park Lodge situated on Lac Beauvert.



Wherever you go in Alberta . . .



this sign assures you of

*Quality
Refreshment*

CALGARY BREWING & MALTING CO. LTD.
CALGARY AND EDMONTON

Established in Alberta since 1892



Alaska Highway

A unique and thrilling vacation for the traveller with a taste for adventure is a trip along the famous Alaska Highway. If you are enthusiastic about camping or roughing it, hunting, fishing or journeying through a wild and beautiful country, this is the holiday for you!

Pushing back the last frontiers of the north, the highway traverses a tremendous region of unbroken forest, rivers, lakes and mountains. After crossing the lush and rolling Peace River basin the road soon begins to penetrate a wilderness almost untouched by the hand of man. Through the densely forested Rocky Mountain region and deep into the spruce, birch and aspen-clad river valleys of the interior there is little sign of habitation, except for infrequent small outposts or the occasional mining project and highway construction camp. It is a lonely land, rugged, wild and austereley beautiful. In the deep silences of these virgin forests civilization seems far away indeed. But when you come into the cities of Alaska you will be amazed by their modernity, their electric refrigeration, modern plumbing, neon signs, airports and streamlined trains, all rubbing shoulders with the old buildings of the frontier days.

Edmonton is the starting point of the trip, but the highway proper begins at Dawson Creek, terminal point of the Northern Alberta Railway, 475 miles from Edmonton. From Dawson Creek, the highway, a gravelled, all-weather road, runs 1,523 miles to Fairbanks, Alaska, 1,221 miles of which is in Canada and 302 miles in Alaska.



The Alaska Highway

ALASKA HIGHWAY RAILROADS
PAVED GRAVEL EARTH MILEAGE BETWEEN SYMBOLS

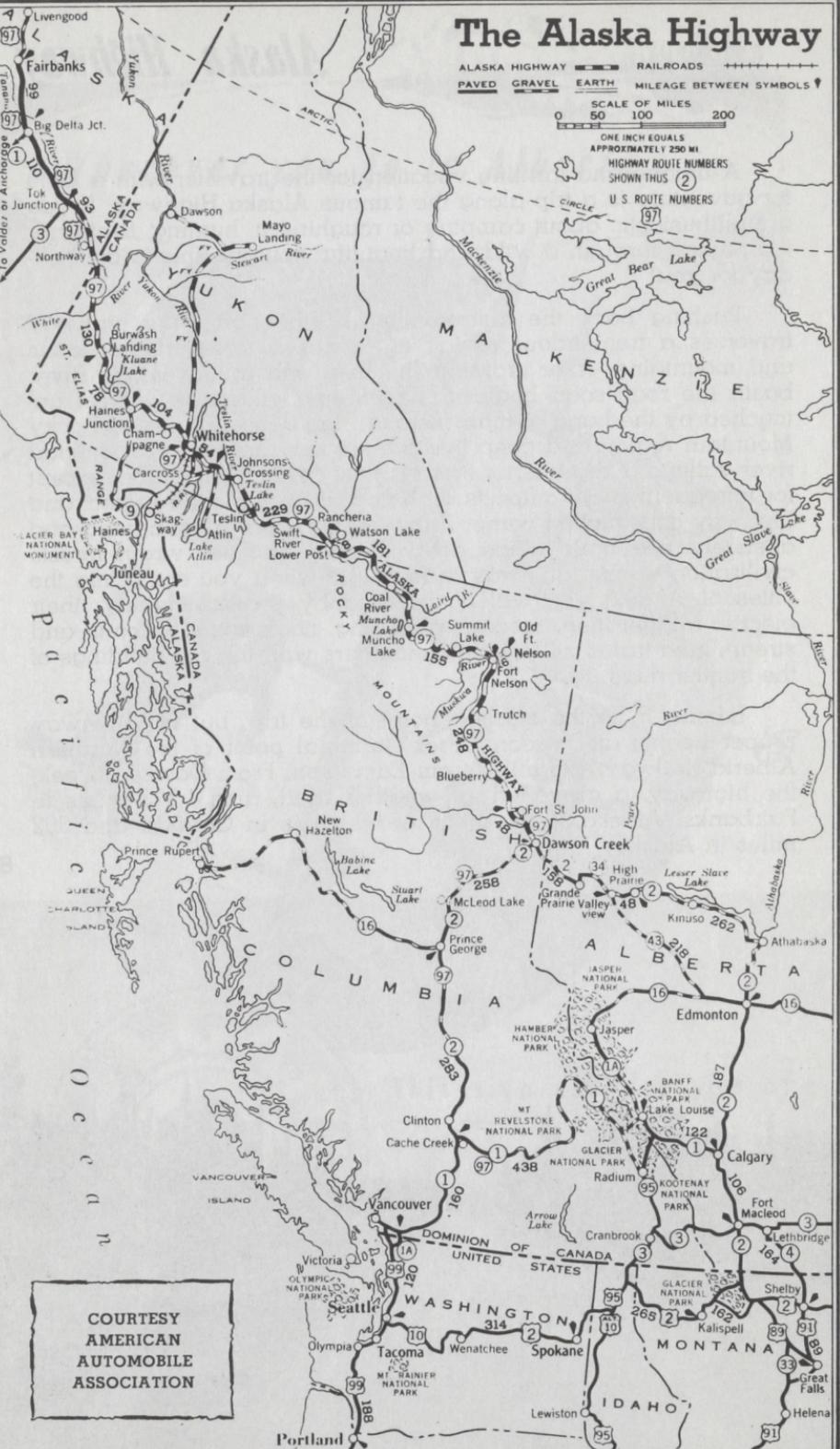
SCALE OF MILES
0 50 100 200

ONE INCH EQUALS APPROXIMATELY 250 MI

HIGHWAY ROUTE NUMBERS SHOWN THIS WAY

U. S. ROUTE NUMBERS

CIRCLE 97



COURTESY
AMERICAN
AUTOMOBILE
ASSOCIATION

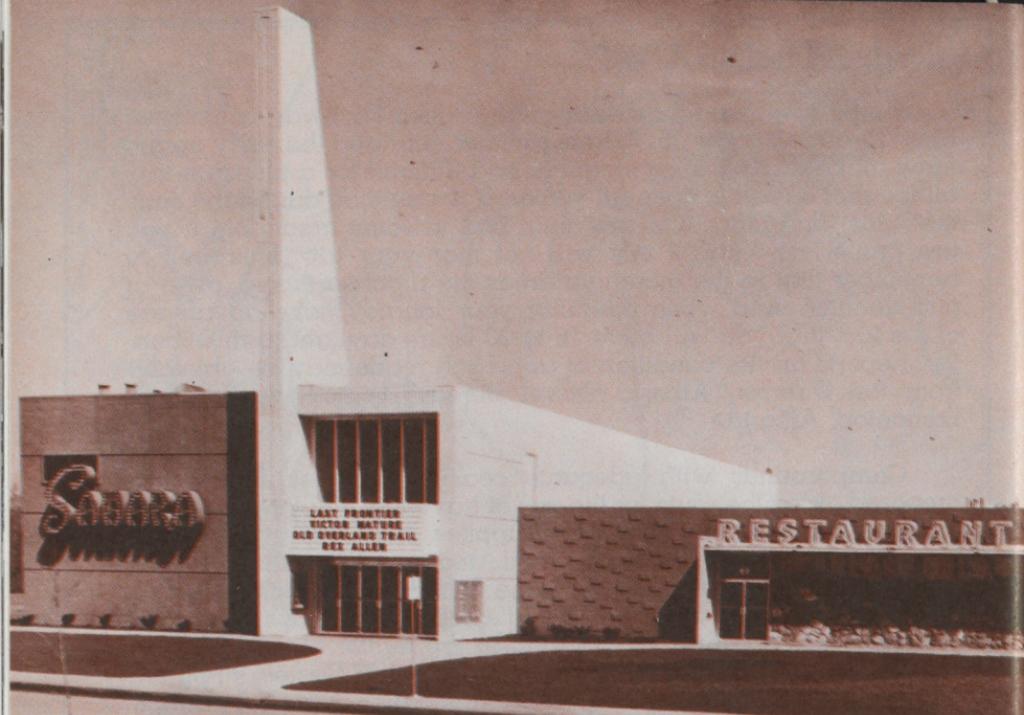
The best season for travelling the Alaska Highway is between May 15 and October 15. Extreme winter cold and the early spring thaw make driving uncomfortable and difficult for a pleasure trip, although the road is open all winter. It is true that, during the summer, dust and mosquitos are quite bad in some areas, but if you are properly prepared this will not mar your trip. It is well to remember that in the mountain areas the nights are cold, even at mid-summer. And when planning your journey, take advantage of the fact that you will have 16 to 20 hours daylight in this country. Reports on the condition of approach roads may be obtained from the Director, Alberta Travel Bureau, Legislative Building, Edmonton, Alberta.

Campgrounds with adequate cooking facilities have been prepared along the route for the use of travellers who are equipped for camping and carry their own supplies. Roadside accommodation—hotels, stores, meals, gas, oil and repairs—are available along the entire route. A list of these facilities appears at the end of this article. The traveller should check these stops and plan carefully, for he cannot expect help in the matter of food, shelter, or automotive repairs from Northwest Highway System maintenance camps. Arrangements for accommodation should be made in advance.

Campers should bring a light, insectproof tent, down sleeping bags or blankets, a cooking outfit, camp axe and first aid kit. Wear the same clothing as you would for travelling in the northern United States with the addition of an extra warm sweater or coat for cool nights. Movie film is difficult to obtain enroute, so plan to carry or purchase sufficient in Edmonton for the trip.

The northern regions of Alberta and British Columbia, and most of the Yukon and Alaska offer the sportsman the finest variety of fish and game on the continent. You can bag mule deer,



An illustration of a desert landscape. It features several palm trees of different heights and a camel walking across the sand. The background is a textured orange wash, suggesting a sunset or a warm desert atmosphere.

Tourists PLAN TO SPEND A GALA EVENING at the smart SAHARA THEATRE - RESTAURANT

Dine at your leisure in the beautifully appointed dining room. Food to delight a gourmet . . . unobtrusive continental service . . . here is a place where the preparation and serving of fine food is an art. Linger over your after-dinner coffee and then cross the foyer to see an excellent movie in our comfortable and attractive theatre.

ADJOINING WESTMOUNT SHOPPERS' PARK GROAT ROAD AND 114TH AVENUE

PHONES: THEATRE 551793 • RESTAURANT 552676 • RESERVATIONS 551868

moose, caribou, sheep, mountain goat, black and grizzly bear, ducks, geese, grouse, in season, and in Alaska there is also the graceful Sitka deer and the giant brown or Kodiak bear. The angler may stop along the way for giant rainbow trout, landlocked steelhead, Arctic grayling, northern pike, pickerel, lake trout, Dolly Varden, and the southeastern Alaskan cutthroat.

Hunting and fishing laws are very strictly enforced throughout the territory traversed by the Alaska Highway, and current information about seasons and licenses should be obtained before making the trip, from:

British Columbia—Game Commission, 567 Burrard St., Vancouver, B.C., Canada.

Yukon Territory—Dept. of Mines and Resources, Ottawa, Canada or Whitehorse, Y.T.

Alaska—U.S. Fish and Wildlife Service, Juneau, Anchorage or Fairbanks.

If you are heading for the Alaska Highway this year, you will have a wonderful trip, providing you carefully plan the journey beforehand. If you are not equipped for camping, arrange for accommodation beforehand. Remember that the road was built through the wilderness as a military highway and do not expect luxury on the way. Happy motoring! May you have a thrilling journey into the land of the midnight sun.



Accommodations and Facilities on the Alaska Highway

Mile	Location	Services and Facilities Available	Beds
BRITISH COLUMBIA			
0	Dawson Creek	Meals, Stores, Gas and Oil, Repairs, Phone and Telegraph	300
16	Farmington	Post Office, Store, Gas and Oil	None
36	Peace River Bridge	Minor Repairs	None
49	Fort St. John	Meals, Stores, Gas and Oil, Repairs, Phone and Telegraph	150
52	Charlie Lake	Meals, Gas and Oil, Minor Repairs	None
101	Blueberry	Meals, Gas and Oil, Phone and Telegraph	10
147	Beaton River	Meals, Store, Gas and Oil, Repairs	30
171	Mason Creek	Meals, Gas and Oil, Repairs	10
201	Trutch	Meals, Gas and Oil, Phone and Telegraph	10
233	Prophet River	Meals, Stores, Gas and Oil	20
300	Fort Nelson	Meals, Store, Gas and Oil, Repairs, Phone and Telegraph	50
351	Steamboat Mountain	Meals, Gas and Oil	10
392	Summit Lake	Meals, Gas and Oil, Repairs, Phone and Telegraph	12
397	Rocky Mountain Auto Court	Meals, Store, Gas and Oil, Minor Repairs	10
422	Toad River	Meals, Store, Gas and Oil	10
462	Brandt at Muncho	Meals, Store, Gas and Oil, Storage	18
463	Muncho Lake	Meals, Gas and Oil, Minor Repairs	10
496	Liard River	Meals, Store, Gas and Oil, Minor Repairs, Phone and Telegraph	12
533	Coal River	Meals, Gas and Oil, Phone and Telegraph	10
543	Coal River	Meals, Gas and Oil, Minor Repairs, Phone and Telegraph	5
620	Lower Post	Meals, Store, Gas and Oil, Repairs, Phone and Telegraph	40
YUKON TERRITORY			
632	Watson Lake	Campground	None
634	Watson Lake	Meals, Store, Gas and Oil, Phone and Telegraph	40
643	Upper Liard River	Meals, Gas and Oil Repairs	None
687	Lower Rancheria	Meals, Gas and Oil	None
710	Rancheria	Meals, Gas and Oil, Campground	10
733	Seagull Creek	Lunch Stop	None
733	Swift River	Meals, Store, Gas and Oil, Phone and Telegraph	20
777.7	Morley River	Meals, Gas and Oil, Campground	6
804	Teslin	Meals, Store, Gas and Oil, Phone and Telegraph	15
813	Teslin Lake	Campground	None
837	Teslin River	Meals, Gas and Oil	20
843	Little Teslin Lake	Meals, Gas and Oil	Limited
849	T.C.	Campground	None
872	Judas Creek	Meals, Gas and Oil, Campground	Limited
883	Marsh Lake	Meals, Gas and Oil, Phone and Telegraph	30
918	Whitehorse	Meals, Stores, Repairs, Phone and Telegraph	300
967	Mendenhall Creek	Campground	None
987	Cracker Creek	Meals, Gas and Oil	Limited
996	Canyon Creek	Meals, Gas and Oil, Phone and Telegraph	10
1013	Pine Creek	Campground, Phone and Telegraph	None
1016	Haines Junction	Meals, Store, Gas and Oil, Repairs	15
1022	Bear Creek	Meals	4
1034	Jarvis Creek	Lunch Stop	None
1054	Kluane Lake	Meals, Gas and Oil	12
1075	Kluane Lake	Lunch Stop	None
1083	Destruction Bay	Meals, Gas and Oil, Phone and Telegraph	Limited
1093	Burwash Landing	Meals, Store, Gas and Oil, Repairs, Phone and Telegraph	40
1095	Airport Lodge	Meals, Gas and Oil, Phone and Telegraph	Limited
1105	Burwash Flats	Campground	None
1152	Lake Creek	Campground	None
1167	Koidern	Meals, Phone and Telegraph	None
1200.4	Beaver Creek	Store, Gas and Oil, Towing Service, Phone and Telegraph	None
1210	Sourdough Inn	Meals	6
1213	Mirror Creek	Campground	None
1220	Y.T.	Canadian Immigration and Customs, Meals, Phone and Telegraph	None
1221	Canada-Alaska Boundary		
ALASKA			
1318	Tok Junction	Meals, Store, Gas and Oil	40
1458	Richardson	Meals, Gas and Oil, Repairs	
1523	Fairbanks	Hotels, Stores, Meals, Gas and Oil	



Hunting

ALBERTA is a paradise for hunters, whether they come after large game or small. Tourists wanting to use guns or rifles must register them at the nearest R.C.M.P. detachment. Pistols and revolvers are prohibited. The National Parks and game preserves provide ample breeding grounds and protection for the increase of wild life, and the overflow from these sanctuaries ensures a continuous supply of game—and good hunting—in the open territory.

Here is where to find your game . . .

Big Horned Sheep: Found in various locales within the mountain areas from Waterton Lakes Park to within 100 miles of Peace River.

Mountain Goat: Similar locale, though the old billies prefer to live amid the inaccessible peaks and the most rugged mountains.

Woodland Caribou: All the way from the Athabasca River, north through the foothills and mountains to the B.C. boundary.

Elk: Found mostly in the Pembina-Brazeau reserve and the Crowsnest region. A limited number of licenses are issued each year.

Mule Deer: Abound everywhere from Edmonton north, particularly numerous from the foothills and mountains of Waterton Lakes Park to the northern boundary. Sportsmen can leave the city and be in "muley" territory within a matter of two or three hours by car.

Moose: Somewhat in the same territories as the mule deer, but not quite so close to civilization. Excellent hunting north of the Calgary-Banff branch of the C.P.R. line, right to the north woods.

Grizzly and Black Bear: These babies are for the hunter with the steady heart and the good eye. Hunters after grizzlies should travel in pairs and generally into the mountain areas. The black bears are found there also and closer to civilization as well. They like the timber and park areas of the north—and you may even find them in a farmer's pigpen.

Antelope: Found in the south-east of the province in abundance. May be hunted only with special permit.

Bird Game: Conservationists consider Alberta one of the world's finest breeding grounds for migratory and other bird game. From Edmonton and vicinity to the far north, every water hole teems with ducks, geese and snipe. Prairie chicken, ruffed grouse and pheasant are not quite so plentiful of late years, and the season is usually restricted, and is completely closed on Chinese and Mongolian pheasants. The Hungarian partridge, introduced in 1908 and 1909, is so wily and quick that it has increased tremendously. In shooting birds always observe the bag limit and remember that Sunday shooting and the use of live decoys is prohibited.



GOOD *Hunting and Fishing*



**Alberta beckons to
fisherman, hunter, and
photographer**
Lake, stream, mountain
and forest harbor wild
life to hunt with rod,
gun or camera



THE MOST famous "dry land" fishing in the world is to be found in Alberta—everything from tiny goldeye to salmon trout is available in the Edmonton vicinity. Motorists visiting the National Parks need a special fishing license in the Park. The season usually opens about May 1st for the Red Deer and North Saskatchewan Rivers and their tributaries, June 1st for the Athabasca River and its tributaries; and June 16th for the Bow River and other southern rivers and their tributaries. A fishing license is necessary, and it is obtainable at hardware stores, sporting goods stores and from police or wardens for \$1.00.

Vicinity of Edmonton—Fair sport for pike, pickerel, perch and goldeye may be had in a number of waters within a sixty-mile radius of the city, including Wabamun Lake, Isle Lake, Lac Ste. Anne, Lac la Nonne, Lake Nakamun and Chip Lake.

Wetaskiwin District—Pike, pickerel and perch can be caught in Pigeon Lake, 28 miles west of Wetaskiwin—just 68 miles from Edmonton.

North and East of Edmonton—There are pike, pickerel and perch in a number of good fishing lakes in this area and Cold Lake is famous for its excellent lake trout, well known for their large size and delicious flavor. The other fishing lakes here are Frog Lake, Baptiste Lake, Lac la Biche, Buck Lake, Skelton Lake, and Amis Lake.

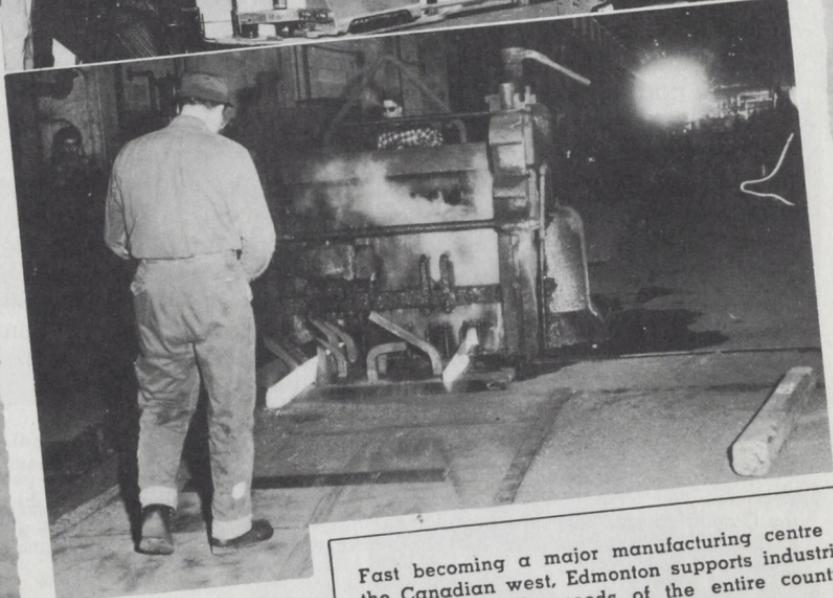
West of Edmonton—Dolly Varden trout, rainbow trout and grayling are found in the Edson River, Trout Creek, McLeod River, Musky River, Obed and Bear Lakes, Moose Creek, Sundance Creek, and Embarras Creek, all close to Edson.

Good sport for Dolly Varden trout, rainbow trout and grayling may be had in the numerous waters conveniently reached from the Brule station—Brule Lake, Fish Lake and Creek, Solomon Valley waters and the Hay River.

Jasper National Park—Rainbow trout, cutthroat trout, Dolly Varden trout and salmon trout are indigenous to the lakes and streams of Jasper National Park, while Loch Leven trout, land-locked salmon, and eastern brook trout have been introduced into these waters. The best fishing waters within easy access of the town of Jasper are Lakes Annette and Edith, Pyramid Lake, and a group of small lakes — Caledonia, Marjorie, Hibernia, and Dorothy — on the beaches of the Athabasca River. Wabassa Lakes, 8 miles from Jasper are noted for rainbow trout.

FISH AND GAME REGULATIONS

Regulations regarding the open seasons for fish and game vary from year to year. Detailed information regarding seasons and licenses should be sought from the Game Branch, Department of Lands and Forests, Edmonton, Alberta, phone 293229, and from the Fisheries Branch, Department of Lands and Forests, Edmonton, Alberta, phone 293417.



Fast becoming a major manufacturing centre of
the Canadian west. Edmonton supports industries
as varied as the needs of the entire country.



Business and Industry

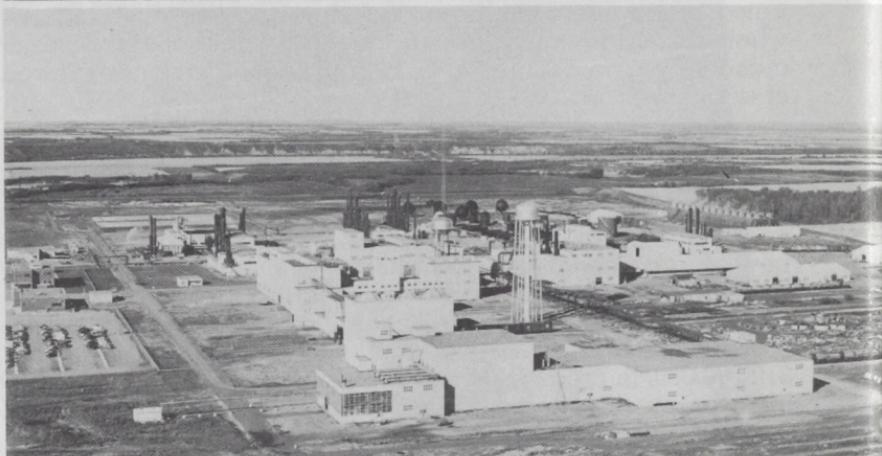
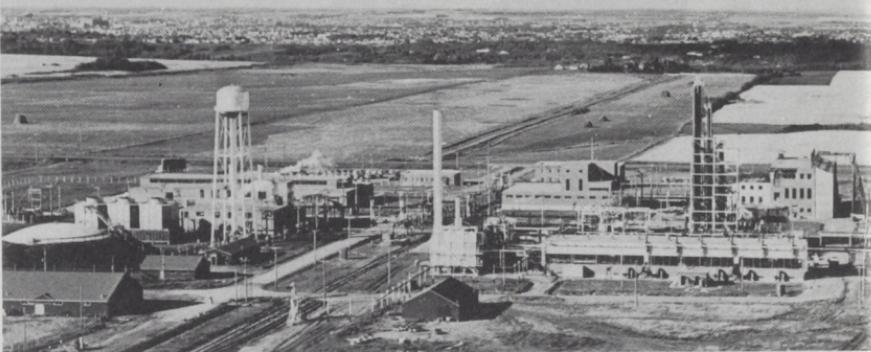
Even in this era of great urban and industrial expansion in centres all across Canada, the recent rapid growth and development of the City of Edmonton has been nothing short of phenomenal. Business and industrial activity has increased at a spectacular pace. Edmonton's manufacturing, distributing and commercial facilities have been doubled in the past ten years, while the annual influx of thousands of people attracted by this development has, in the same period, more than doubled the population. One third or more of the province's entire purchasing power is concentrated in the Edmonton area and three-quarters of Alberta's total wholesale trade flows through the city's warehouses. Bank clearings last year amounted to \$62,327,972,456, four times the volume of ten years ago.

Visible evidence to the visitor's eye of the city's recent tremendous growth is the predominance of new, modern commercial and industrial buildings, the thousands of obviously new homes and apartment buildings, the enormous amount of new construction now in progress in every part of the city. During 1956 the city issued 7,946 building permits for construction estimated at costs of \$69,406,035, including an office building program in excess of \$30,000,000 and a commercial building program of nearly \$10,000,000. In areas just outside the city limits, more than \$32,000,-000 was invested in new plant construction in 1956.

Major impetus behind the rapid industrialization of the city has been, of course, the development of the oil and gas industry in the area, and the subsequent establishment of all kinds of satellite and interdependent industries. Once a city whose economy was based squarely on agricultural production and supplying the needs of a predominantly agricultural region, Edmonton is now riding on a wave of industrialization into a new era of importance and prosperity, the limits of which it is impossible to predict.

On the other hand, the agricultural industry will always be of prime importance to the city. As railhead of the province and main supply centre for northern and central Alberta, Edmonton handles a large proportion of the province's annual 6 to 8 million-dollar agricultural production. The value of livestock marketed here alone is something like \$80,000,000 annually, while Edmonton's five meatpacking plants process about 25% of western Canada's entire meat production.

In addition to the rich agricultural yields of the Peace River region in the north, Edmonton also receives the valuable fur catches of the north country and is supply centre and receiving depot for northern Canada's \$30,000,000 mineral production—uranium, gold, silver, base metals and asbestos.



Three giants—

Top: The C.I.L. Polythene Plant.

Center: Plant of the Canadian Chemical & Cellulose Company.

Bottom: Sherritt-Gordon's Nickel Refinery.

Edmonton's recent emergence as an industrial city had its beginnings in the discovery of oilfields in the Edmonton area, the immediate result of which was the establishment of a large number of oil supply industries, followed closely by an \$80,000,000 refinery program which has since been undergoing continual expansion. Two oil pipelines, transporting crude oil to eastern Canada and to the west coast, were built at costs totalling \$260,000,000. Three giant petrochemical plants now operating in the Edmonton area represent 40% of all such investment in Canada.

Just outside the city, in the refinery area, the \$13,000,000 C.I.L. polyethylene plant produces Polythene for the manufacture of such diverse products as radar equipment and "squeeze" bottles. Raw material for the process is the ethane component extracted from natural gas.

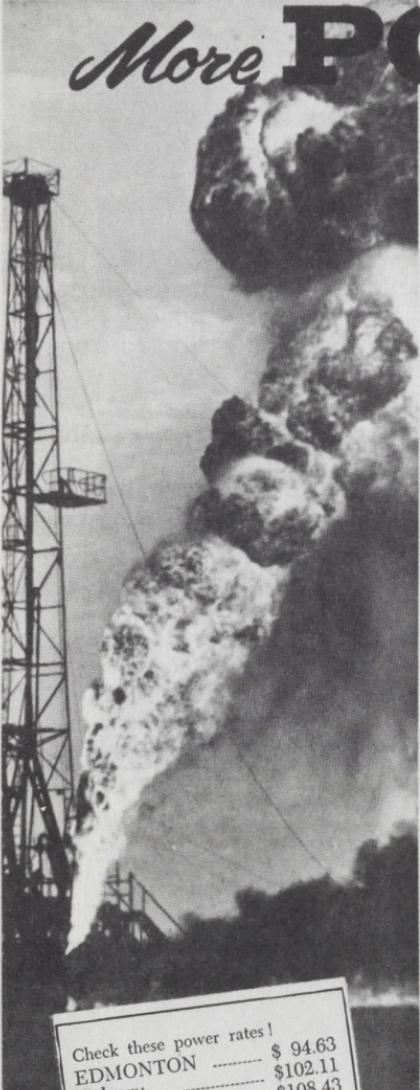
At the \$75,000,000 plant of the Canadian Chemical & Cellulose Company Limited, east of the city, cellulose acetate, an important man-made fibre, is produced along with a number of essential commercial chemicals. Increasing Canada's production of cellulose acetate yarn and staple fibre by 40%, this is the first such plant to be established in the west.

At Fort Saskatchewan, near Edmonton, the big \$17,500,000 Sherritt-Gordon nickel refinery uses huge quantities of natural gas for the production of the ammonia used in its refining process. A tremendously important by-product, ammonium-sulphate fertilizer, and a number of other commercial chemicals are also produced here.

Liquified petroleum gas is stored in these tremendous spheres at the
Canadian Chemical Plant.

97





More POWER to Edmonton

ALBERTA

Edmonton literally has power to burn . . . and Natural Gas is the reason. Natural Gas from the vast fields adjacent to the city has provided low cost heat and power for Edmonton homes and factories for more than 30 years.

Now Natural Gas is playing an ever-increasing part in Edmonton's growing industrial expansion. As a source of ample, certain, low cost power and as a source of raw materials for petro-chemical processes, Natural Gas has been a decisive factor in the location of a 300 million dollar industrial development in Edmonton during the past five years. Natural Gas-fired turbines in the city's power plant supply low cost electricity for homes and industry. Plant capacity has doubled in the past 3 years and will increase a further 50% to 180,000 k.w. by 1958.

With power to burn, Edmonton offers industry low operating costs and certain supply, plus many other advantages including an expanding, prosperous local market and favored geographical location.

For details of available industrial locations, markets, materials, write:

The Industrial Director,
The City of Edmonton
City Hall
Edmonton, Alberta, Canada

THE CITY OF EDMONTON
EDMONTON

Check these power rates!	
EDMONTON	\$ 94.63
Calgary	\$102.11
Toronto	\$108.43
Montreal	\$113.55
Windsor	\$120.19
Winnipeg	\$138.77
Vancouver	\$163.50
Halifax	\$168.21
Regina	\$186.20

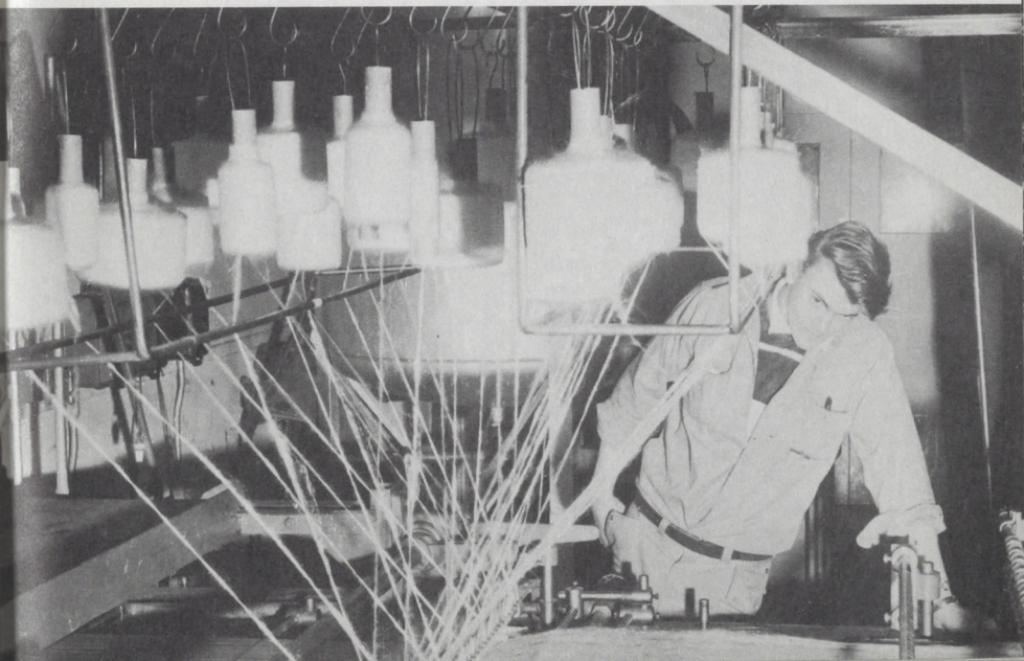
Based on 50 h.p. billed load, 200 hours use, 7,457 k.w.h. D.B.S. Cost of Power (8504-514-214)

A sulphuric acid plant and a glass products manufacturer have also recently begun production in the Fort Saskatchewan area.

Imperial Oil's \$16,000,000 lubricating oil plant and a steel rolling mill opened in the Edmonton area during 1955. Initial production commenced in the spring of 1956 at the huge \$12,000,000 plant of Inland Cement Company Limited. In the past year alone, 92 manufacturing firms have commenced construction on new buildings or extensions, 24 of them operating in the Edmonton area for the first time. Included in these are a plywood factory, steel pipe and steel fabricating plants, cement plants, a polyethylene products plant, resin adhesives plants and a number of other enterprises based on the petrochemical industry. In the Edmonton trading area, the \$35,000,000 Northwest Pulp and Power plant at Hinton, now in production, will be completed this year. Continued expansion in every phase of commercial activity indicates a further acceleration of the industrial development of the Edmonton area.

The eyes of the continent are turning to Edmonton where industry may obtain huge quantities of low-cost fuel, power and raw materials, a rapidly growing local market, and extensive transportation facilities in every direction. Prospects for future development look bright indeed, and it well may be that Edmonton will one day emerge as one of the major industrial cities of the continent.

Production at the Peace River Glass Limited plant.





Edmonton is the hub of
a rich mixed farming
area



Agriculture

Located at the hub of Alberta's rich black soil zone, Edmonton is the natural distribution centre for the agricultural products of central Alberta and the vast Peace River District. This area is the province's largest producer of coarse grains and Alberta wheat growers have won more world championships than any other wheat-producing area on the continent. About one-half of the province's dairy farms, and consequently, of the dairy industries, are found in this black soil zone. Alberta beef and swine have a high place in world markets, and at least one-half of all the province's livestock production is marketed in Edmonton. Three of the largest packing plants in the west, which, during the war, attained record producing capacity, are located in the city.

All the products of this prosperous mixed farming territory—field crops, livestock, dairy and poultry produce, honey, wool and the product of the fur farm—converge on the City of Edmonton, from where they are shipped to the markets of the world.



Pipe is racked at a drilling site as a
new well is probed in search of oil.

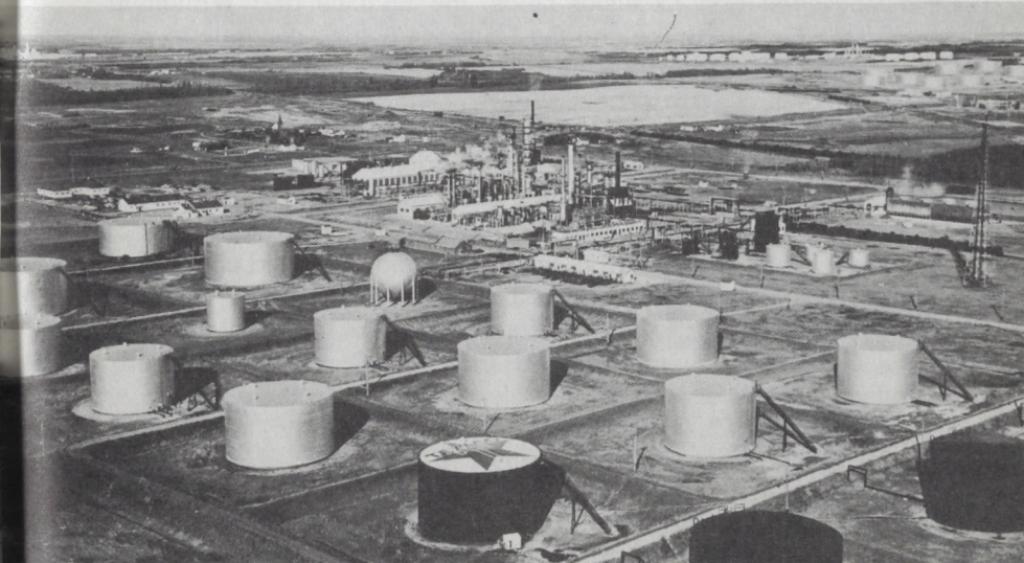


It was in February of 1947, less than 25 miles from the city of Edmonton, that a wildcat well probing the earth's crust struck oil. This dramatic discovery set in motion a flow of economic circumstances which, like the flow of oil it brought to the surface, spread in ever widening circles to affect the whole fabric of Canada's economic pattern.

Since Imperial Oil Limited's first Leduc strike tremendous developments have been made, many of them in the immediate Edmonton area. Greatly increased exploration activities brought to light even larger fields in the area. Industrial concerns began to move into the vicinity, and oil began to flow through the smooth bore of the Interprovincial pipeline to markets in Ontario, 1,800 miles to the east. The oil boom was on, and Canada has now emerged from a 90% dependence on imported oil to complete oil self-sufficiency—the largest oil producer in the British Commonwealth. At the rate of about 434,000 barrels a day, Alberta's oil wells, restricted to approximately 60% of their capacity of 746,000 barrels a day, produced a new high of 143,909,641 barrels of crude oil in 1956.

The discovery and development of Alberta's oil and gas reserves has provided the seven-league boots for enormous strides

The McColl-Frontenac refinery is one of the three refineries on the city's outskirts.



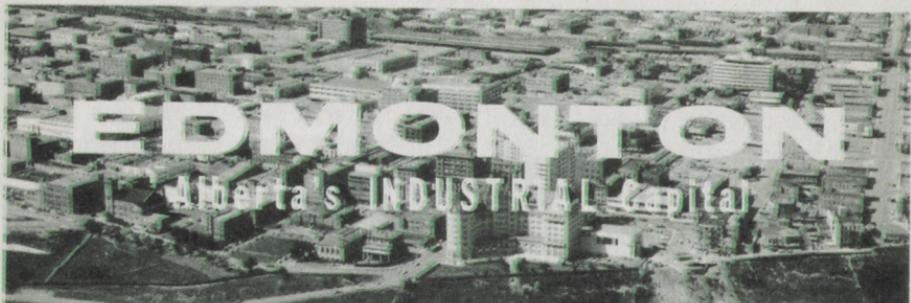
in industrial expansion in the Edmonton area. Looming on the prairie skyline at the eastern outskirts of the city are the cracking towers, stills and exhaust stacks of the three huge oil refineries of the Imperial Oil Company Limited, McColl-Frontenac Oil Company and the British American Oil Company. In the same area are the tremendous storage tanks of the Interprovincial Pipe Line Company, the longest crude oil pipeline in the world, which in 1956, delivered 97,155,875 barrels of oil to refineries in Sarnia, Ontario. The Trans-mountain Oil Company pipeline which supplies Vancouver, the west coast and a refinery at Ferndale in the State of Washington, last year delivered 47,251,641 barrels of crude to these points.

In the Leduc-Woodbend field, where 1,255 wells are flowing their rich fluid to the surface from two producing zones, a \$55,000,000 gas plant converts gas from the producing zone into propane, butane, gasoline and other component products for use in motors, homes and in the chemical industries which have been established here. Engaged in a similar gas conservation program in the Redwater field, a huge new absorption plant has also recently gone into production there.

By far the largest field, Canada's largest oil-producing area, in fact, is the tremendous Pembina field where 1,680 wells are now producing 118,000 barrels of oil per day. The estimated recoverable reserve of this field is now placed at well in excess of one billion barrels.

Several smaller fields in the immediate vicinity of Edmonton—the Campbell and Excelsior fields, the Ellerslie and Whitemud pools, the Golden Spike and the Camrose fields—continue to produce at an excellent rate.

The phenomenal industrial growth of the Edmonton area, is, of course, the direct result of the development of these lucrative petroleum finds. The prospect of a cheap and plentiful fuel supply has brought many new plants to the area, while the availability of both raw material direct from the source and unlimited cheap fuel supply has resulted in the establishment of a rapidly growing petrochemical industry in the Edmonton district. In addition to the three big refineries just east of the city, Canadian Industries Limited operates a \$13,000,000 Polythene plant in the same area. The Canadian Chemical and Cellulose Company, in its huge \$75,000,000 plant, produces cellulose acetate and other chemical



New Industrial horizons are opening in the Canadian West with Edmonton the focal point.

Industrial and commercial development in the Edmonton area during the past decade has topped the \$500,000,000 mark and continues at a steadily increasing rate.

Abundant natural gas from the fields surrounding

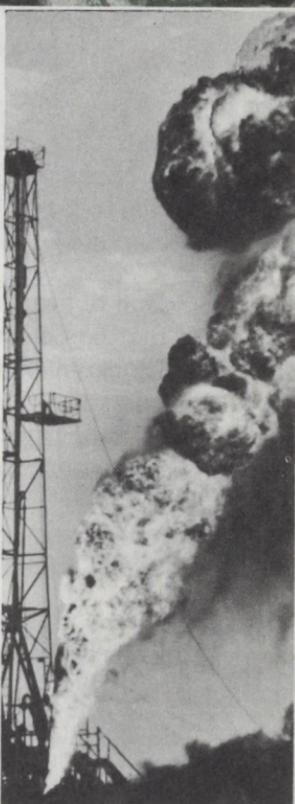
Edmonton does double duty as fuel for low-cost power and a source of raw materials for growing petro-chemical industries.

Secondary industries using primary products and by-products of petro-chemical processes find Edmonton a sound economic location and provide further, healthy diversification to the city's economy.

Expanding, prosperous, local markets and a dominant position in the agricultural economy of the province make Edmonton an important distribution centre. One-half the entire population of the province lives within 100 miles of Edmonton.

The Provincial Capital . . . northern development base . . . rail hub . . . world airlines link . . . distribution centre . . . Edmonton offers a particularly advantageous geographic location.

Oil . . . natural gas . . . certain, inexpensive power . . . petro-chemicals . . . lumber . . . a solid agricultural base . . . diversified industries . . . expanding markets—all contribute to the continued growth of this new industrial giant.



INVESTIGATE EDMONTON TODAY!

THE CITY OF EDMONTON



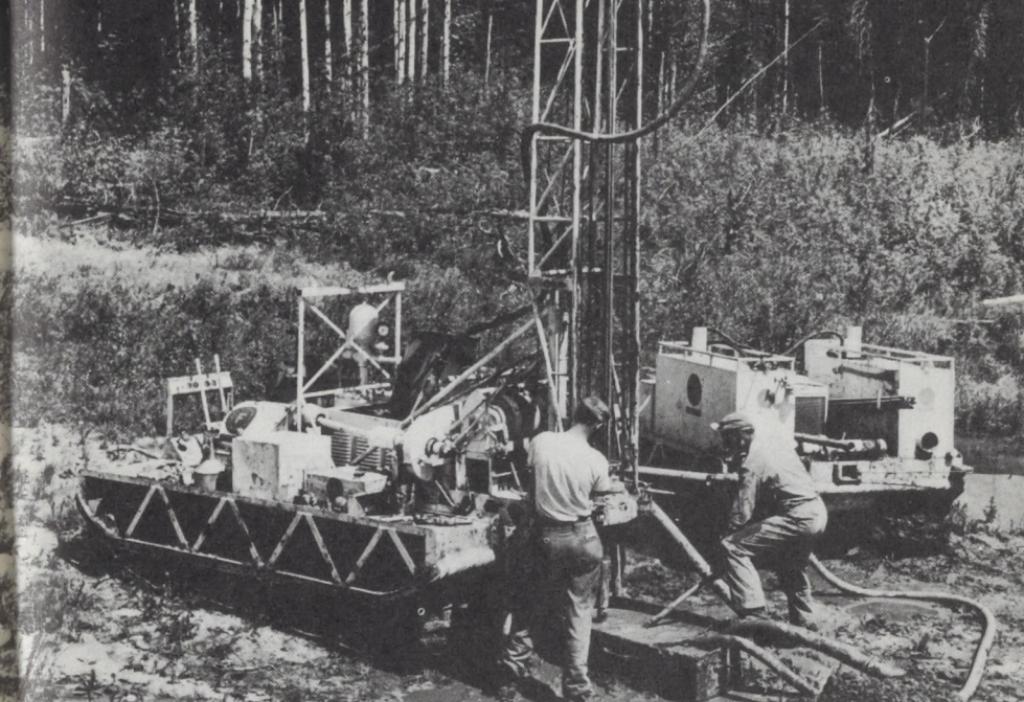
FOR INFORMATION WRITE: NORMAN A. RAULT, INDUSTRIAL DIRECTOR
The City of Edmonton, City Hall, Edmonton, Alberta, Canada

products. In the same vicinity Imperial Oil's lubricating plant, several polyethylene products fabricators, plastics plants, roofing manufacturers and two resin adhesives plants have recently gone into operation. Just north of Edmonton, at Fort Saskatchewan, the Sherritt-Gordon Company is operating a new 17½-million dollar nickel refinery and fertilizer plant which uses natural gas in its processing operations. Obviously Edmonton is fast becoming the petrochemical centre of Canada.

But the wealth from oil is not confined to industry alone. Alberta's man-on-the-street finds that it is cheaper to drive a car now than it used to be, or than it would have been had oil not been discovered. Mineral right allocations have meant real wealth to landholders lucky enough to own them, and farmers not holding mineral rights are being paid at least for surface rental at well locations. The Alberta government is receiving handsome sums of money from the sale of lease blocks in established fields, and from the rental of large tracts of land taken out as reservations by oil companies under exploration permits.

One of the largest sources of revenue to the government, and one that has a direct benefit to the citizens of the province, is the royalty payments made by all oil companies to the provincial government, which holds about 93 per cent of all mineral rights itself. These monies are being widely used for the construction of new highways, the improvement of existing roads, for the expansion and establishment of institutions of health and learning, and for many other capital expenditures important to the people of the province.





Seismic exploration of the earth's crust still carries the search for oil in ever-widening circles about the established fields.

TRAILER OWNERS!

• • • •

Protect your position as the owner of a mobile home. Join with your neighbors in the new

APPROXIMATELY 60,000
ALBERTANS NOW LIVE IN
MOBILE HOMES

ALBERTA MOBILE HOME ASSOCIATION

Membership in the Association
is your assurance of—

JOIN TODAY!

- ADEQUATE INSURANCE
- FAIR MOBILE HOME LEGISLATION
- IMPROVED PARK FACILITIES

For information, write to Alberta
Mobile Home Association, Edmonton,
Alberta.



NATURAL GAS



*A major factor
in the
development
of Canada's
fastest
growing city*

Northwestern Utilities, Limited
NATURAL  GAS SERVICE





Natural Gas

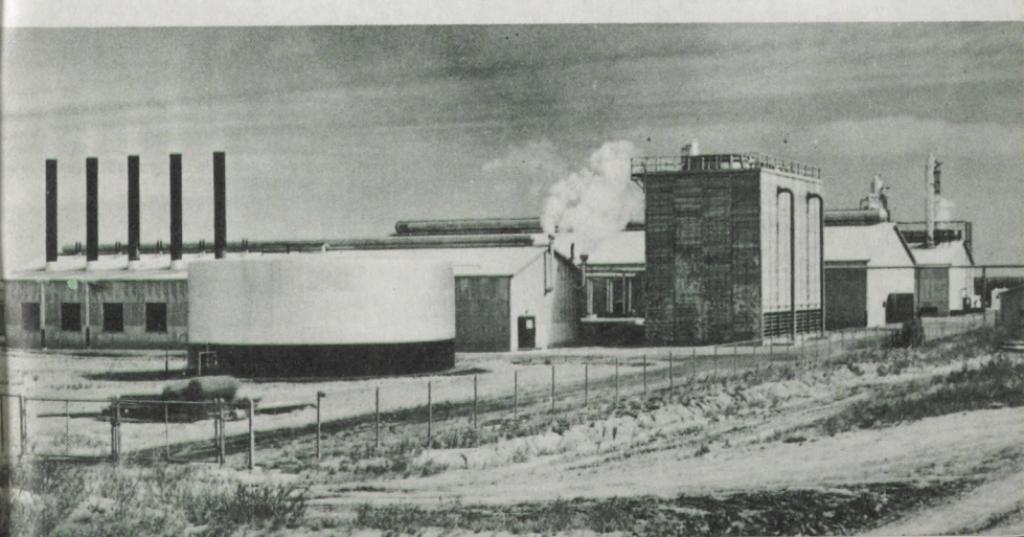
Hand in hand with the production of oil in Alberta fields goes the production of natural gas, and as the oil output increases so does the recovery of natural gas. For many years supplies of gas in Alberta's vast gasfields, especially in the Edmonton region, have been considered practically inexhaustible. Proven reserves are now estimated at more than 18 trillion cubic feet, a figure which, with continued exploration and oil production, may be expected to increase by 1½ trillion cubic feet per year for the next ten years. Production of natural gas in Alberta in 1955 was about 200 billion cubic feet, only about one-third of the estimated daily potential.

Surrounded as it is by large natural gasfields, Edmonton is, of course, served with gas for both domestic and commercial use. The wonderful convenience and economy of this clean fuel for heating and cooking is a boon to householders of the whole region, while for industry it provides efficient, cheap power without dirt or smoke.

Now, with the establishment of large petro-chemical industries here, requirements for the Edmonton area are rapidly rising. Processing plants extract from the natural gas those gases required for the chemical industry—butane, propane, ethane, etcetera—which has no effect on the residual gas as a fuel. Increased consumption of gas components by these large plants results in a piling-up of residual fuel reserves for which an economic market must be found. Completion of the Trans-Canada Pipe Line now under construction from Alberta to points in the east will undoubtedly provide an adequate and economic market for Alberta's vast surpluses of natural gas, resulting in greatly increased exploration and development of the province's enormous gas reserves and further expansion of the gas-processing and petrochemical industries in the Edmonton area.

This gas absorption plant operates in the Leduc field.

109





Mining Town of Yellowknife, N.W.T.



Goods travel to remote parts of the northland by boat and plane.





Mines and Minerals

EDMONTON . . . MINING CENTER OF NORTHWEST CANADA

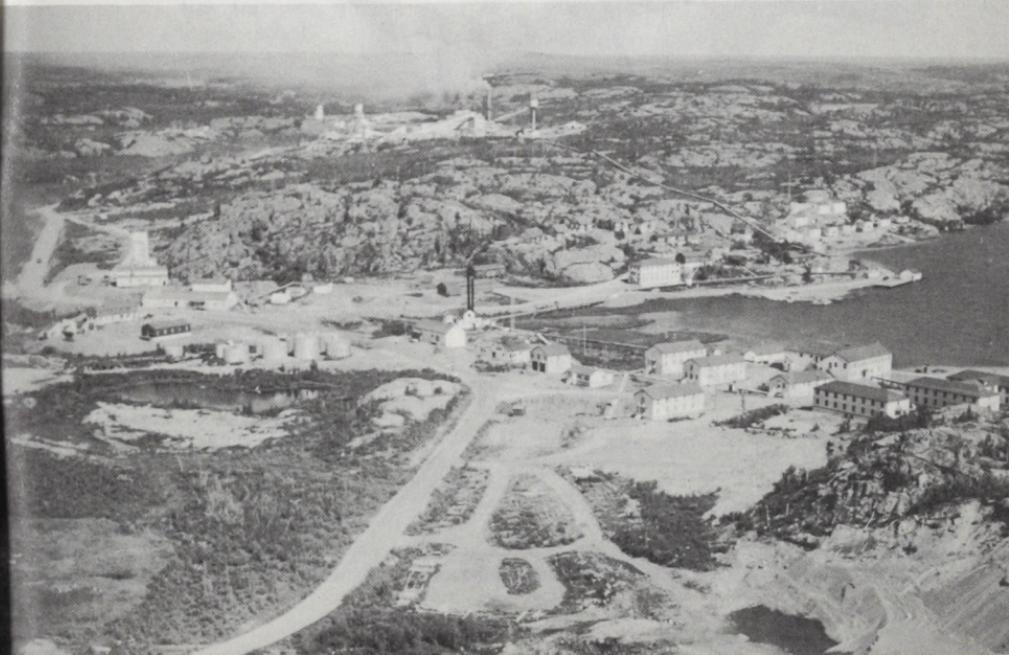
Centrally located on the main air lines between eastern and central Canada and the mining areas of the North, Edmonton is the hub of northern transportation. Passengers, express and freight flow in a steady stream to the north, while the mining production of the Northwest Territories and the Yukon flows back through Edmonton to be routed to its final destination.

As supply center for the vast northland areas Edmonton ships many thousands of supply items to the development projects every month. About 75,000 tons of freight are moved out of Edmonton annually to both construction and production operations. The mines in production draw a steady tonnage of supplies year after year, and while construction is seasonal, new projects have kept up the demand for supplies. Mining development has earned a material reputation as being a big spender and much of the spending for this large area is done in Edmonton.

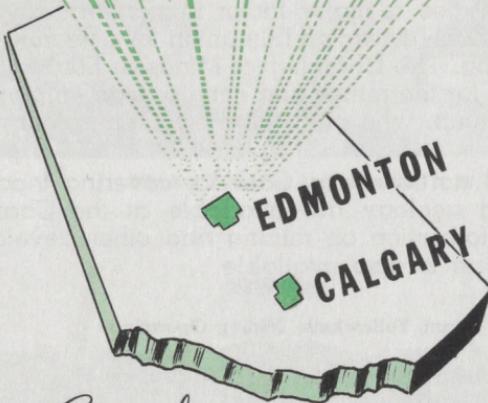
Employment is also a major factor in northern construction and development which draws on Edmonton for personnel to keep these activities going. The Chamber of Mines at Edmonton is the employment center for the mines and each season employs about 2,500 men and women, who outfit here for their sojourns in the north.

Maps of all of northwestern Canada, covering topography, air navigation and geology are available at the Chamber of Mines and here information on mining and other developments going on in the North is also available.

Big Giant Yellowknife Mining Operation



MELTON'S



Complete

Real Estate and Insurance Coverage
THROUGHOUT ALBERTA



AND START PACKING

For that Sunshiny Feeling! Go Holidaying in **G.W.G. GARMENTS**

You just can't beat the smart appearance, comfort, and rugged wearing qualities of famous G.W.G. garments.

Women's * "Frontier Queen" Matched Outfit

Insist on the famous G.W.G. winged label for the finest in quality casual garments for either work or fun. Buy them for the whole family.

* G.W.G. Brand Names are Registered Trade Marks.

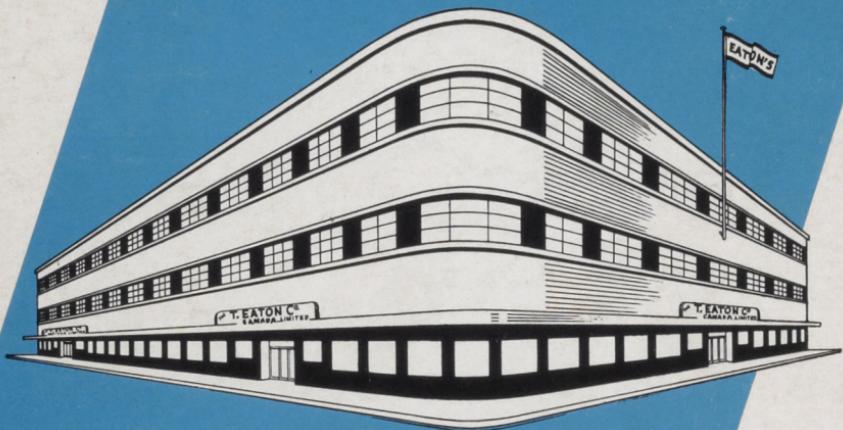


Men's Matched Outfit
* "Springbok" Pants
and * "Husky" Shirt.



THE GREAT WESTERN GARMENT CO. LTD., EDMONTON

EATON'S OF CANADA



Welcome,
Visitors to Edmonton

WHILE IN EDMONTON, BE SURE TO VISIT EATON'S
YOU'LL FIND SHOPPING A PLEASURE

Post Office • Rest Rooms • Drug Dispensary
Beauty Salon • Coffee Corner • Optometrists

OF INTEREST TO AMERICAN VISITORS

English China • Trapper Point Blankets
Irish Linens • English Woollens

THE EATON GUARANTEE

"Goods Satisfactory
or Money Refunded"

THE T. EATON CO.
CANADA LIMITED